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BUSINESS & FINANCE
DETROIT PUBLIC LIBRARY

OCTOBER 2, 1950

BUSINESS & FINANCE
DETROIT PUBLIC LIBRARY

BROADCASTING TELECASTING

PUBLIC LIBRARY
OCT 3 1950
DETROIT

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The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly

NEW ANTENNA MAKES WHO A FAR BETTER BUY THAN EVER!

WHO's Potential Nighttime Audience Increased 92.7%!

WHO will be operating soon with two new 50 kw transmitters (AM and FM), two new antennas, and a new 780-foot tower. Representing a $400,000 investment, this new equipment not only improves WHO's transmission, *but also brings two hundred thousand new people within WHO's .5 millivolt contour — nearly three million new people within WHO's nighttime fading zone!* Here are the figures:

	BEFORE	NOW	INCREASE
Area Inside .5 Millivolt Contour (Square Miles)	84,500	89,000	5.3%
Population Inside .5 Millivolt Contour	3,890,000	4,100,000	5.4%
Area Inside Nighttime Fading Zone (Sq. Miles)	73,000	125,300*	71.6%
Population Inside Nighttime Fading Zone	3,162,400	6,096,300	92.7%

*Area of Iowa is 52,680 sq. mi.
Population figures based on 1940 Census.

NEW AM EQUIPMENT

WHO's new 780-foot tower, a 300-degree vertical-directionalized antenna, is the result of years of research and experimentation by WHO's Technical Research Laboratory. Before the equipment was actually built, a small model tower and antenna were erected and operated at ten times WHO's frequency. This model test made it possible for WHO's engineers to perfect the design and to determine exactly what the new equipment would do in terms of more effective transmission. The new antenna's design almost completely eliminates unusable radiation above 40 degrees from the earth and returns this energy to horizon levels.

NEW FM EQUIPMENT

A new 12-bay super-gain FM antenna has been installed near the top of the 780-foot tower. This antenna radiates 400 kw effective radiated power and is driven by a new 50 kw FM transmitter. Space has also been provided on the tower for possible future installation of a super-gain TV antenna.

WHO's major investment in new AM and FM equipment makes this station the most modern 50 kw operation in the U.S. — is proof of WHO's determination to provide its *listeners* with topnotch radio service . . . its *advertisers* with outstanding radio values.

The 1950 Iowa Radio Audience Survey gives further evidence of WHO's leadership . . . reveals that WHO is "listened to most" by 37.5% of Iowa's radio families, daytime — 43.9%, nighttime.

Get all the facts about WHO, including a complimentary copy of the 1950 Survey. Write direct or ask Free & Peters.

WHO
+ for IOWA PLUS! +
DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Look at

TELEVISION IN THE WHAS TRADITION

now...

twice the program time

With the arrival of the coaxial cable in Louisville, WHAS-TV now *doubles* its operating time.

Starting in the early afternoon, 7 days a week, WHAS-TV offers an outstanding lineup of local shows with a real Kentuckiana flavor . . . *plus* the all-star array of CBS-TV programs.

Basic CBS
interconnected
Affiliate

WHAS-TV
Louisville, Kentucky

Serving a market of more than
50,000 television homes

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

TECHNOLOGY DEPT.

Ask your Petry Man

to show you our

IDENTIFIABLE PROGRAM PLAN

for Spot Radio Advertisers in Boston

Learn how you can participate in these

"IDENTIFIABLE PROGRAMS"

"Boston Blackie" **"Philo Vance"**

"Dr. Kildare"

"The Hardy Family" **"Cisco Kid"**

"Maisie"

"Meet the Menjous" **"Crime Does Not Pay"**

"Favorite Story"

All scheduled in the DAYTIME (no Television competition)
and designed for
"CONCENTRATED LISTENING"
to the program and the COMMERCIALS

P.S. And you'll be SURPRISED when the Petry Man shows you how many of the women PULSE says DON'T KNOW ANY ADVERTISERS participating in programs in Boston radio designed for CASUAL LISTENING. Find out if your account is listed by PULSE in the "DON'T KNOW" column in Boston radio.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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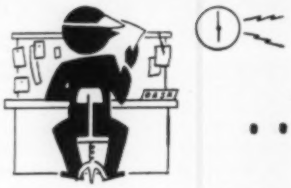
BROADCASTING TELECASTING



. . . at deadline

Closed Circuit

TALK OF revival of Cooperative Analysis of Broadcasting, or an enlarged version of it, was heard around convention of Assn. of National Advertisers last week in Chicago. Such an organization, supported by broadcasters, agencies and advertisers, it was argued, could result in important savings for all, since more than dozen different radio and TV research and measurement services now are in operation for which advertisers contend they pay in final analysis.

WHETHER FCC will adopt CBS color standards forthwith (meaning this week) consistent with its Sept. 1 report, or postpone action on its own motion in light of general plaint that 30-day timetable for bracket standards is impossible of accomplishment, was big question at filing deadline Friday. FCC was represented as having "open mind" with meeting likely at midweek. General view was that RCA would litigate if final decision favors CBS.

TAKE-IT-or-leave-it report: If FCC forthwith approves CBS color standards, there will follow order requiring TV stations to devote at least 20% of time on air to color transmissions, some of it in prime hours. Since FCC has no licensee control over manufacturers, presumably they would engage in color set production only if there's "public demand." Telecasters thereby would be faced with new economic problem of substantial proportions, say those despondent respondents.

AT CLOSING of FCC color polls Friday, several Big Ten manufacturers still were among missing although it was anticipated responses were in mails. It's expected Motorola will not protest FCC tentative approval of CBS color but will insist it can't do better than 6½ months on simple brackets, using CBS alone, or 10½ months for overall bracket standards. It was presumed Zenith would be in similar vein, although timing might be different. Biggest question mark was Philco, which vehemently opposed FCC stance all down line.

DON'T be surprised if CBS does not make bid for Thomas S. Lee (Don Lee) Enterprises stock. That does not mean, however, that CBS will not wind up with TV station of its own in Los Angeles market (it now owns 49% of KTTV, controlled by *Los Angeles Times*). Bids will be opened Oct. 6.

PROGRESSIVE Broadcasting System, headed by Westcoaster Larry Finley, has set Nov. 12 target date for beginning of network operations [BROADCASTING, Sept. 4]. Affiliates being contacted by train entourage which trekked through South last week winding up in Memphis. Former major network executive soon will join high command, it's reported.

MEL DRAKE, former WDGY Minneapolis manager named NAB station relations director in mid-August, may not assume post after all. NAB hasn't yet announced what's to be done finally about vacancy created in July when B. Walter Huffington suffered fatal heart

(Continued on page 94)

Upcoming

Oct. 2-3: NAB District 12, Tulsa Hotel, Tulsa.
Oct. 4: AAAA Board of Directors meeting, Chicago.
Oct. 5: AAAA Central Council, Hotel Drake, Chicago.
Oct. 6-7: NAB District 3, Bedford Springs Hotel, Bedford, Pa.

(Other Upcomings on page 73)

Bulletins

MRS. ELEANOR ROOSEVELT signed by WNBC New York late Friday to five-year contract to replace Mary Margaret McBride, 12:30-1:15 p.m., Mon-Fri., starting Oct. 11. Elliott Roosevelt to appear as announcer. Program available for participating sponsorship. Deal through Roosevelt & Jones, and William Morris, N. Y. Miss McBride moving from WNBC to ABC [BROADCASTING, Sept. 25].

INDUSTRY group to meet tonight (Monday) at Waldorf-Astoria, New York, to discuss plans for broadcasting defense council. Invited to attend by NAB President Justin Miller were Joseph H. McConnell, NBC; Frank Stanton, CBS; Robert E. Kintner, ABC; Frank White, MBS; Allen B. DuMont, DuMont Network; Jack R. Poppele, Television Broadcasters Assn.; Robert C. Sprague, RTMA.

LBS NETWORK STARTS

LIBERTY BROADCASTING SYSTEM without fanfare today (Oct. 2) starts interconnected network service to approximately 240 stations throughout the country [BROADCASTING, Sept. 4]. Approximately 10½ hours of programming per day will be fed to affiliates by LBS, headed by Barton R. and Gordon B. McLendon, multi-millionaire Texans.

Business Briefly

ORR APPOINTED ● Air Express Divisio of Railway Express Agency, New York, names Robert W. Orr Assoc., New York, to handle its advertising effective Jan. 1, 1951.

'RED PURGE' PROBLEM DISCUSSED AT CONFERENCE

ALL-INDUSTRY conference held in New York Friday under auspices of AFRA to discuss future policy of radio-TV and advertisers relating to dismissal of "controversial" personalities from network shows [BROADCASTING, Sept. 25, 18]. Sessions attended by representatives of ANA, AAAA and networks.

General Foods Corp., which dismissed Jean Muir on grounds her listing in *Red Channels* made her "controversial," Thursday temporarily suspended policy pending "constructive solution" from discussions.

FCC ACTION COMPARED TO ORDER FROM KREMLIN

AMERICAN public will lose 95% of present $3 billion invested in home TV sets under terms of FCC proposed bracket color ruling. Ross D. Siragusa told National Assn. of Furniture Manufacturers Friday at Edgewater Hotel, Chicago. FCC demand on set makers to modify sets was issued "with all sublety of an order from the Kremlin," he said.

Mr. Siragusa said not 5% of 10 million sets in service by end of 1950 will ever be made compatible with CBS.

CBS COLOR CONTINUES

CBS announced Friday it would continue daily color telecasts from WCBS-TV New York "until further notice" as service to any manufacturers testing color TV receiving equipment.

Bracket Deadline Stumps TV Set Makers

(See Earlier Story, Page 57)

AVALANCHE of last-minute replies of TV set makers to FCC's "bracket standards" proposal late Friday made it almost unanimous that, however hard manufacturers may try, they can't meet FCC's apparent early-November deadline to start manufacture.

Following pattern established by earlier answers to bracket-sets proposal which FCC offered as alternative to immediate adoption of CBS system, some manufacturers indicated willingness—but inability—to comply, while others took more stinging approach which signified likelihood that court test will follow if CBS system is approved.

Submitting replies at Friday's deadline were CBS; Westinghouse, General Electric, National Television Systems Committee, Crosley, Belmont, Stromberg-Carlson, Pilot, Arvin, Garod, and John Meck Industries in addition to supplementary brief by DuMont.

CBS supported bracket standards concept, based on assumption that costs will not be substantially greater than earlier estimates for internal "two point" adaptation. But it was made clear that CBS cannot confirm accuracy of this assumption, and that "whatever the desirability of the concept of bracket standards, excessive costs could nevertheless preclude their utilization."

Filed by Attorney Richard S. Salant, of Rosenman, Goldmark, Colin & Kaye, CBS comments said apparently many manufacturers feel unable to mee FCC's brackets deadline—in which case, FCC wa told, color report "requires the immediate adoption" of CBS system. Approval of CBS standards, brie statement continued, would give manufacturers incentive to incorporate adaptation into sets and thu prevent aggravation of compatibility problem, giving FCC additional time to explore brackets question "fully."

CBS feared wording of FCC's brackets proposa might be interpreted "by some manufacturers" t preclude use of additional adjustment "which, whe desired, would *reduce* the size of pictures receive from CBS color signals in order that the receive could be converted with a disc converter." FC was asked to clarify this point.

Westinghouse said it has adapted some sets to receive CBS color in black-and-white and though it cannot meet FCC's 30-day deadlin for starting production, purposes to inaugurat three-phase production program based on assumptions stemming from FCC's TV Report:

(1) Assuming delay in final FCC decision, Westinghouse plans to build sets equipped with plug receptacle and two-position switch. At Switch Position No. 1, sets would operate on present standards but by "relatively simple 'screw driver' readjustments" could be changed to operate on othe monochrome standards "within a reasonable rang of the present standards"; (2) upon promulgation o specific color standards, company would buil

(Continued on page 94)

the one and only . . .

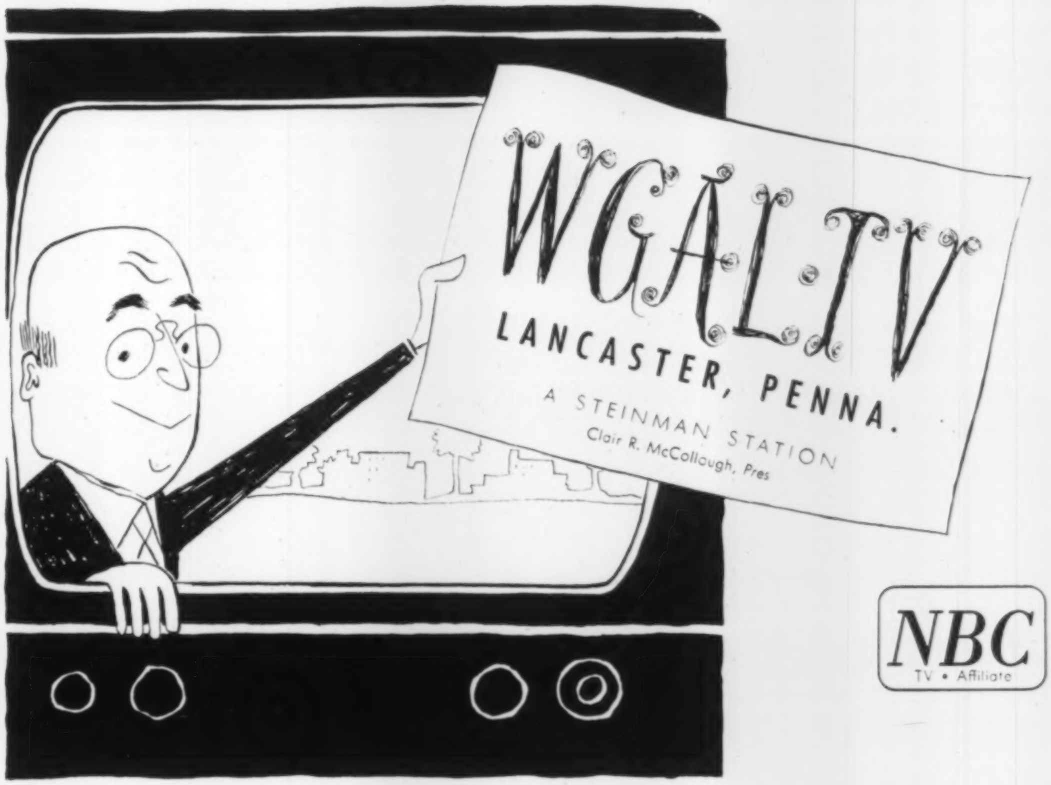
the only tv station that can sell your product to this prosperous TV audience

In fact, WGAL-TV is the only station located in this section. It reaches a large, thriving market in Pennsylvania—including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent areas. In addition to its ability to do a profitable selling job for you, WGAL-TV is an ideal test market . . . compact, economy is stabilized, industry diversified and rates are reasonable. WGAL-TV assures you a consistently high and growing audience . . . top shows from 4 networks, NBC, ABC, CBS and DuMont and good local programming. If you're on TV, WGAL-TV is important in your selling plans.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles



NBC
TV • Affiliate

14% SALES INCREASE IN RECORD TIME...
results in sponsor* adding 6 new markets!

"THE CISCO KID"

*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days . . . in a market where distribution was thin . . . during the summer, when bread sales are lower. Now In 7th Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—
From buttons to guns—is breaking traffic records.

LOW PRICED!
½-Hour Western Adventure Program . . . Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager:* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director,* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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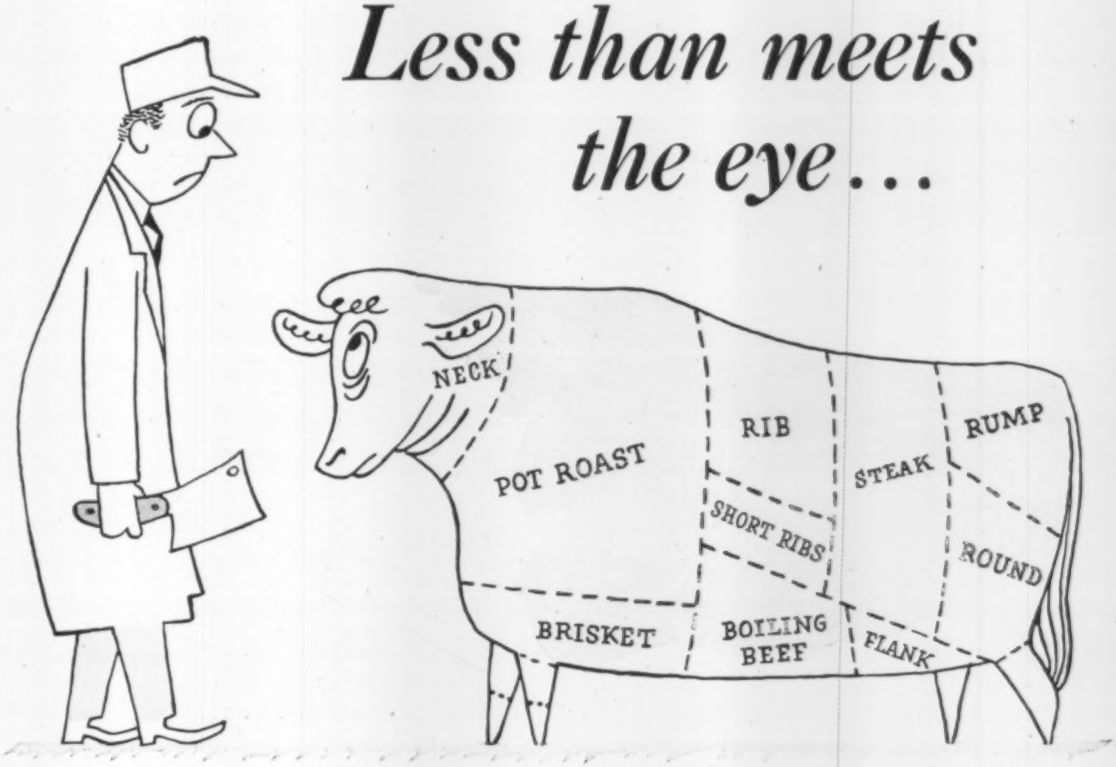
Less than meets the eye...



There's less *eatin' meat* on a steer (or lamb or pig) than meets the eye.

That's one of the reasons the Missus may look with jaundiced eye at the meat-man when he quotes her a price on a pound of steak, or chops or roast.

She's thinking of what the packer is paying for a pound of cattle *on the hoof;* what she's really buying is pretty near *all eatin' meat!*

Fact is, only half of a lamb is meat, and only about 10% of *that* meat is loin lamb chops. Only about two-thirds of a porker is meat *and* lard. Only a little more than half of a steer is beef, and only 8% of it is sirloin steak.

Remember, too, when the retailer buys his sides of meat, he is buying stew meat, shanks and shoulder roasts as well as fancy steaks and roasts. And there's always some trimming to do before he puts the cuts in the counter.

Next time you eye a meat animal, look for the *eatin' parts* and we believe you'll agree that the meat industry is doing a job when it moves meat from farm to table at a lower service cost than almost any other food.

A side light on the American meat industry

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NO CORN PONE FOR MRS. CABOT!

Say "Johnnie Cake" to the lady from Massachusetts, and she'll know what on earth you're talking about. But down in the deep South they call it something else again.

Point is, you'll sell a lot more goods when you talk the same language as your customers—no matter where you live.

That's hard to arrange with impersonal national ad schedules. It's easy as pie, though, when you use Spot radio to give your advertising the local touch.

Spot's ability to deliver a home-town message—in one market or a hundred—is just one of the features that makes Spot advertising *great* advertising when measured in dollars and cents.

These great stations are Spot's ideal proving ground . . . . . .

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas Ft. Worth	NBC ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA

Oklahoma City's Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

ADD IT UP YOURSELF . . .

Fifty-thousand watts of power, All the top-rated CBS shows, a hard-working and generous promotion department, an increased market, many exclusive local features, a creative program department, staff names that are household in the southwest, an imaginative and flexible public relations policy. The total adds up for **you!** It adds up to FAST RESULTS . . . positive results for every dollar you spend. For the facts, call your nearest Avery Knodel man. He'll show you that you can buy Oklahoma City's BIG station at less cost per impression.

J. J. Bernard
V-P and General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

KOMA

agency

HERBERT CLAASSEN, Compton Agency, N. Y., to Ruthrauff & Ryan, N. Y., as radio-TV timebuyer.

ALVIN BAKER, in charge of Hollywood office Dancer-Fitzgerald-Sample, with firm since Aug. 8, 1937, and **GILBERT NUNNS**, with Toronto office since May 1945, named vice presidents.

GERRY MARTIN to Duane Jones Co., N. Y., as director of TV. Was with Wm. Esty Co. and NBC, both N. Y.

ROBERT J. ROSS to Kaufman & Assoc., Chicago, as account executive and member of planning group. Was merchandising manager Evans Fur Co., Chicago.

ARMAND S. WEILL Co. Inc., Buffalo, opens office at 225 Mutual St., Toronto, with **ALLAN F. WATERS** as manager.

CHARLES F. LOWE, radio-TV producer and director, Erwin, Wasey & Co. Ltd., named TV supervisor for all agency West Coast-originating shows. Will handle new *Burns & Allen* TV show for Carnation Co. starting Oct. 12 on CBS. **W. G. BRANGHAM**, Botsford, Constantine &

on all accounts

A CLUE to Mildred Dudley's resourcefulness is found in that chapter of her life's story entitled "Girlhood Days on a Midwest Farm."

Mildred's father, a Villa Grove, Ill., agriculturist, would have preferred that his only child be a boy, but he was not one to wrestle with destiny. He would raise his daughter lady-like.

Yet there are times on a farm when even a very feminine young princess is required to wear the jeans of a hired hand, so the future timebuyer at Le Vally Inc., Chicago, milked cows, repaired fences and hoed potatoes with the best of the men.

This was good training for Mildred. In later years she survived several periods of readjustment which might have unnerved a woman of less resilience.

MILDRED

The play was the thing with Mildred Loraine Dudley from the time she starred in a second grade "Mother Goose" production back in Villa Grove until a few years ago, during the recent World War, when she lost in a photo-finish for the part of "Rose" in the soap opera, *Guiding Light*. Her failure to win this starring role in radio caused Mildred to turn her back on a talent career for all time, but her decision marked a gain for business.

First, she patriotically offered her services to Douglas Aircraft Co., in Chicago where she served in an administrative capacity during the latter years of the war. Then she moved to Henri, Hurst & McDonald advertising agency, Chicago, where she worked for the late Louis Paul in the media department for a year before beginning a two-year hitch in the headquarters office of John Blair, station representative.

Mildred moved into radio proper as traffic manager of KTRH Houston, Jesse Jones' 50 kw CBS affiliate, but two years ago when John W. Shaw Agency, Chicago, needed someone with agency-representative experience to properly place its Fifth Army show across the country, Mildred got the job. She moved to Le Vally Inc., one of the Midwest's most vigorous younger agencies, in February 1949 to take charge of all radio time and space placements.

One of her biggest responsibilities is buying time for Household Finance Corp., a large user of

(Continued on page 18)

beat

Gardner, L. A., until recent closing of that office, to Erwin, Wasey copy staff.

COURTNEY BAXTER, WSCR Scranton, Pa., announcer, to Hoffman-Baxter Adv., same city, as partner and radio director.

JOSEPH W. FULGHUM, account executive Kenyon & Eckhardt, N. Y., to Biow Co., N. Y., as account executive for Pepsi-Cola.

Mr. Fulghum

RAY E. SCOTT, WCAE Pittsburgh announcer, to Ketchum, MacLeod & Grove, same city, as assistant to **Lansing Lindquist**, director of radio-TV. **CHARLES A. WRIGHT**, Tri-County Publishing Co., to firm as account executive in public relations department.

ELIS FOLKE, Sigfrid Fjellander Reklam, Huss Reklam & W-Reklam, Stockholm, Sweden agencies, to copy and planning staff O'Brien & Dorrance Inc., N. Y

MARY LOUISE CAMPBELL to account executive Ruse & Urban Inc., Detroit.

THOMAS W. RICKEY elected vice president Ruthrauff & Ryan, N.Y. Was with Young & Rubicam where he was in charge of Borden advertising.

JERE BAYARD, partner and account executive, Ted H. Factor, L. A., to Walter McCreery Inc., Beverly Hills, as merchandising director. Formerly operated his own L. A. advertising agency, Jere Bayard & Assoc.

FRANK B. McELMOYL to media director Morey, Humm & Johnstone Inc., N.Y. **Mrs. R. HILLMER** named assistant media director.

BENJAMIN SHATTUCK, supervisor of advertising Metropolitan Life Insurance Co., N. Y., to James Thomas Chirurg Co., N. Y., as account executive for consumer goods and merchandising specialist on plans board.

BILL MUIR and **DIANA SPRINGER** to Ad Fried Adv., Oakland, Calif. Miss Springer is account executive.

ROBERT G. WILDER, formerly conductor Robert G. Wilder & Co., public relations firm, to public relations staff Lewis & Gilman Inc., Phila.

THOMAS P. CROLIUS, Sindlinger & Co., Phila. (radio researchers), to Calkins & Holden, Carlock, McClinton & Smith, N.Y., to direct radio-TV research.

RICHARD R. PATTERSON to copy staff Kal, Erhlich & Merrick, Washington.

BENJAMIN FAIRCHILD, Tropical Oil Co., Bogota, Colombia, to international department J. Walter Thompson, Rio de Janeiro.

JERRY LIDDIARD, operator of his own Glendale, Calif., advertising agency, to Phil D. McHugh Co., L. A., as account executive. **MURIEL HELGESON** also to McHugh staff.

DON BLAUHUT appointed assistant radio-TV director Peck Adv., N.Y.

Miss **CLAIRE FISCHER**, Marshall Feld & Co., Chicago, to copy department Tatham-Laird, same city.

LARRY FIELDS, Blaine-Thompson Co., N. Y., publicity department, to David O. Alber Assoc. Inc., N. Y.

ROBERT LIGHT to Abbott Kimball Co., L. A., as radio-TV director.

JAMES TATE, vice president Dumore Co., Racine, Wis., to account executive Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

CLARENCE B. GOSHORN, chairman of board Benton & Bowles, N. Y., appointed chairman of advertising division of 1950 fund appeal for Travelers Aid Society of N. Y.

McQUIRE ADV. Ltd., Windsor, opens office at London, Ont., with **EUGENE A. WESTENDORP** as manager.

WM. WILBUR Adv. Inc., N. Y., to move to 135 E. 54th St. upon completion of new building there.

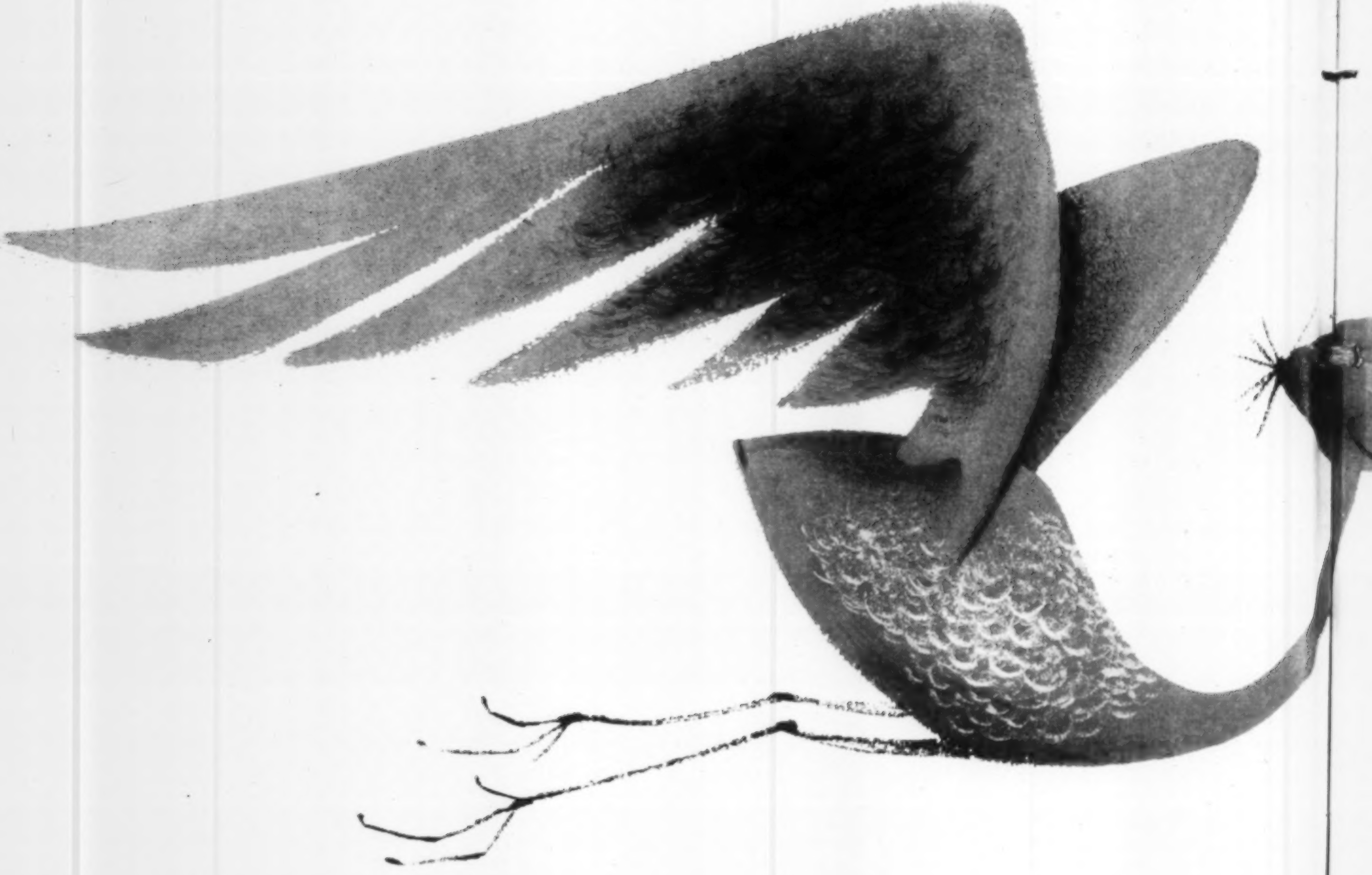
WAVE
CAN'T
NET
BUTTERFLY
(Ky.)!

Nope, there're no holes in our net—the apparatus we use just can't quite reach Butterfly (Ky.)!

But wham!—You ought to see some of the catches we get right here in the Louisville Trading Area. Every day of every year, we capture many, many thousands of the fanciest high-flyers in the State—gaudy specimens who show a standard of living at least 40% higher than the average in Kentucky *outside* WAVE's area.

Let us catch them for *you*, with our *better* net (work and local programming). Shall we start swinging?

LOUISVILLE'S
WAVE
5000 WATTS . 970 KC
NBC AFFILIATE
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES



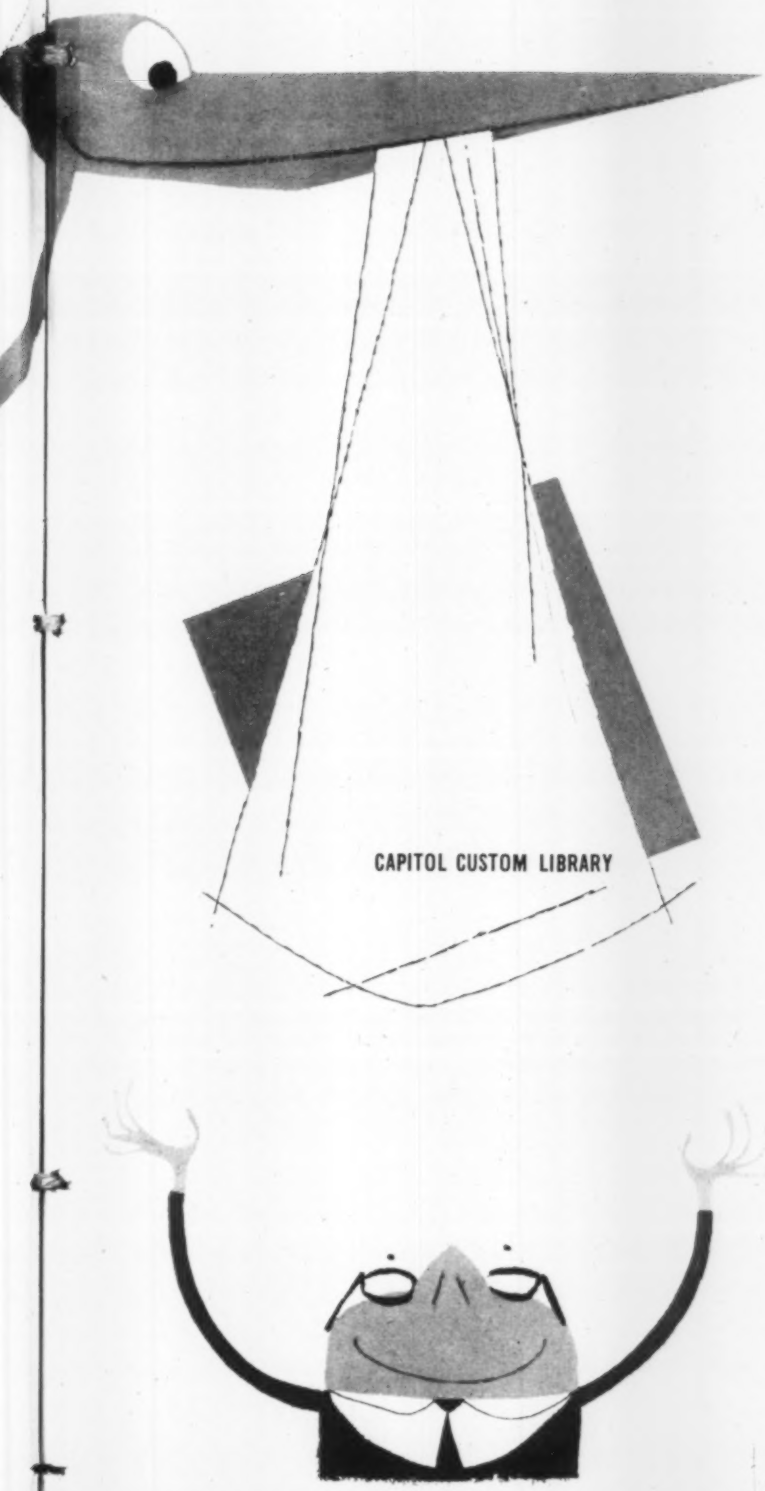
a blessed event for broadcasters !

Broadcasters ordered it . . . so Capitol delivers the answer to low-cost, high-quality programming for AM - FM - TV stations, large and small. Capitol brings you its *Custom* Library — a transcription service that costs you only $75.00 a month the first year — drops down to $50.00 a month thereafter. And that *goes!* — regardless of station size or market. Study all the features of this new service by Capitol. No other service can match the Capitol *Custom* Library for low-cost, high-quality and up-to-the-minute variety of transcribed library programming.

FREE BONUS OFFERS First 200 subscribers to the Capitol *Custom* Library will receive a big bonus. Contracts in by November 1 will receive another extra "Christmas Package" bonus, free!

Have you received Custom Library details by mail? If not — Write or Wire . . .

CAPITOL RECORDS INC., BROADCAST DIVISION
Sunset and Vine • Hollywood 28, California



PAY LESS—PLAY MORE
with the new CAPITOL CUSTOM LIBRARY

Costs little to start.. less to continue • Only $75 per month the first year — and just $50 per month thereafter, regardless of station or market • Start with 2000 selections (approx.) of your choice • Look over the complete catalog and select the 220 discs that you want. (Approximately 2000 tunes) • Your Custom Library grows and grows • Each year you may choose 30 additional discs (approximately 300 selections) to add to your library... either from new releases or from Capitol Library Catalog • Your library stays fresh with free exchange allowance • 30 exchange transcriptions per year — approximately 300 different selections, in exchange, or you may have replacements. (Discs over allowance $2.50 each) • And here's more great news • No long-term contract necessary • You use your library on a month-to-month basis, after the first contract year... allowing you complete flexibility of operation.

if you want PROGRAMS Choose complete repertoire of individual artists with their voice tracks, themes, segues and bridges... for production programming.

if you want SELECTED MUSIC Choose complete sections by musical category: Pop Concert, Salon, Standard, etc.... all listed for easy selection in the Capitol catalog.

if you want MUSIC BY TITLE You'll find them all listed for you alphabetically in the Capitol catalog.

if you want PROGRAM AIDS Mood music, theme music, sound effects, general use voice tracks, etc. — all available for your use.

if you want INSTRUMENTAL MUSIC You'll find the finest, all listed for you in Section 3 of the Capitol catalog.

TECHNICAL FEATURES OF CAPITOL TRANSCRIPTIONS

High Fidelity 16" vinylite discs • Lateral cut — Outside in — Recorded to NAB Standards • Unique, 3 turn cue-in device on every track • Capitol's live, brilliant recording • Proven performance.

WITH EVERY LIBRARY YOU RECEIVE Complete Capitol Transcription catalog—revised every three months, plus monthly release sheets • Title file cards for every selection in your library • Roller bearing action pull drawer type, steel transcription cabinet • Heavy weight, numbered jackets for each transcription • Artists promotion pictures, ad mats, and biography cards.

You Can Count on Capitol

FIRST with Showmanship in Transcribed Libraries.
FIRST with Brilliant "Live" Recordings.
FIRST with Simplified Cataloging.
FIRST with Standard cue-ins.

AND NOW the Capitol Custom Library — the library you want at the price you want to pay!

Capitol
REG. U.S. PAT. OFF.
RECORDS, INC.
BROADCAST DIVISION

Willie **WISH** invites
Indianapolis women's clubs and
special groups to visit WISH

Behind the scenes in technicolor movies

This is still another highly effective "extra-promotion" service for WISH advertisers . . . a brand NEW addition to WISH's hard-hitting program to blanket our entire sales area with the WISH story —and the WISH Advertisers' story. The reaction and the response were instantaneous. All available reels are booked-up solid. It just proves over again that Indianapolis likes WISH.

wish

FREE & PETERS—*National Representatives*
GEORGE J. HIGGINS—*General Manager*
ABC—*Indianapolis Affiliate*

new business

KILE-JACOBS Inc. (appliance distributor), Wilkes-Barre, Pa., extends campaign into nine stations in mid-Atlantic market. News and packaged music used. Agency: Hoffman-Baxter, Scranton, Pa.

JOHN F. TROMMER Inc., N. Y. (beer), names Lennen & Mitchell, N. Y., to direct its advertising.

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, Calif., planning radio-TV spot and participation campaign in about 10-12 East and Mid-Western markets to start about Oct. 21. Agency: Mogge-Privett Inc., L. A.

MERIT GREETING CARD Co., Newark, N. J., adds 12 TV stations to those already being used, and 10 more radio stations. Agency: Louis F. Herman, same city.

EVANGER KENNEL FOODS, Chicago, names Kaufman & Assoc., same city, to direct its advertising. Most of budget will be used for local TV spots and programming.

STROH BREWING Co., Detroit, sponsoring hockey broadcasts of Detroit Red Wings from WJBK Detroit to 10 stations in Michigan. Home games will be telecast additionally over WWJ-TV Detroit. Agency: Zimmer-Keller, same city.

IMPERIAL TOBACCO SALES Co. of Canada Ltd., Montreal (Caporal cigarettes), broadcasting 60 football games in eastern and western Canada over number of Canadian stations. Agency: Harry E. Foster Adv. Ltd., Toronto.

Network Accounts . . .

PROCTER & GAMBLE, Cincinnati, buys daytime television strip on CBS-TV, 2:30-2:45 p.m., Mon.-Fri., and will sponsor serial drama, *The First Hundred Years*, in period beginning Dec. 1. Agency: Benton & Bowles, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., purchases U. of Wisconsin nine-game football schedule on network of 17 Wisconsin stations, including: WRJN Racine, WGEZ Beloit, WCLO Janesville, WIBU Madison-Poynette, WHBY Appleton, WJPG Green Bay, WOMT Manitowoc, KFIZ Fond du Lac, WFHR Wisconsin Rapids, WKBH La Crosse, WEAU Eau Claire, WISN Milwaukee, WJMC Rice Lake, WEBC Superior-Duluth, WOBT Rhinelander, WATK Antigo, WWCF Baraboo. Agency: Wm. Esty Co., N. Y.

OLDSMOBILE DEALERS present *Douglas Edwards With the News*, Mon.-Fri., 7:30-7:45 p.m., CBS-TV. Agency: D. P. Brother & Co., Detroit.

FORD DEALERS Advertising Assn. starts five-minute *Ford Five Star Final* on 45 Don Lee Pacific Coast stations, Mon.-Fri., 9:55-10 p.m., PDT, for 52 weeks. Agency: J. Walter Thompson Co., L. A.

GILLETTE SAFETY RAZOR Co. will sponsor telecast of Army-Navy football game Dec. 2 on NBC-TV. Agency: Maxon Inc., N. Y.

NATIONAL BISCUIT Co. renews *Straight Arrow* on over 400 MBS stations, Tues., Thurs., 5:15-5:30 p.m. Agency: McCann-Erickson, N. Y.

CAMPANA SALES Co., Batavia, Ill. (cosmetics, Ayds, Italian Balm), will sponsor *First Nighter* on ABC-TV Wed., 7-8 p.m. CST, starting Oct. 18. Series patterned after radio's *First Nighter*, sponsored by firm many years. Agency: H. W. Kastor & Sons, Chicago.

PHILIP MORRIS & Co. (Bond Street tobacco) began sponsorship of *Greatest Moments in Sports*, films of high points in sports history, on CBS-TV following Louis-Charles heavyweight fight last Wednesday. Series, quarter-hour program, will continue for 26 weeks following CBS-TV fights each Wednesday. Agency: Biow Co., N. Y.

Business is great, thank you, at...

RADIO WOW

WOW is embarking on one of the heaviest commercial schedules in its 28 years in business — BUT —

WOW is like a great hotel — room can always be found for a good client who has a selling job to be done in WOW-Land.

WOW can always add a cot (with a fine innerspring mattress, too!) in the bridal suite.

Why the great rush of clients to WOW, when other stations are scrapping for business?

Because WOW has 100,000 more listening families every day and every night than its nearest competitor. Because WOW delivers this audience at a lower cost per thousand.

RADIO STATION WOW

Insurance Bldg., Omaha, Telephone WEbster 3400

FRANK P. FOGARTY, *General Manager* **LYLE DeMOSS, *Ass't. General Manager*** **Any John Blair Office**

open mike

New Markets

EDITOR, BROADCASTING:

. . . I am getting inquiries, too, on this ["Radio Fills Theatres," BROADCASTING, Sept. 11] from fellows in the industry and I guess we sort of woke them up to new markets. There was one slight mistake. . . . The Arcadia Theatre Co., of which I am the manager-owner, operates the theatres at Wellsboro, Pa., not Corning, N. Y. You see, the radio station is in Corning, N. Y., and my theatres are in Pennsylvania, 38 miles from the station. The station covers this area like a tent, as good as a local station. . . .

I only wish now the networks could get the distributors to really go on the air and put on some real programs sponsored by the motion picture industry to sell the industry and its product. I think we have many of the theatres awakened, but we still have to wake up the distributors. It seems to me that is a job of network selling. It certainly could provide them with some great entertainment because producer-sponsored programs from Hollywood would certainly saturate the air with some of the greatest stars in the business. It certainly wouldn't hurt the motion picture industry either. . . .

Larry Woodin
Manager
Arcadia Theatre Co.
Wellsboro, Pa.

* * *

Good 'Insurance'

EDITOR, BROADCASTING:

The mail just brought your "National Radio Insurance" mailing piece. . . . It is typical of your advance thinking, and you are to be congratulated on this high-type advertising. . . .

Murry Brophy
2214 North Central Ave.
Phoenix, Ariz.

* * *

EDITOR, BROADCASTING:

My compliments to your promotion department for the unusual and effective sales idea in the mailing piece "National Radio Insurance."

J. Leonard Reinsch
Managing Director
James M. Cox Radio Stations
Atlanta, Ga.

Col. Hollingbery

EDITOR, BROADCASTING:

. . . It is certainly grand to have received as many nice messages from my friends concerning this article [Respects, BROADCASTING, Aug. 28] as I have. . . .

. . . Just received a letter from J. Strom Thurmond, governor of the State of South Carolina, advising me that because of your story, he's appointed me a colonel on his staff and enclosed the commission. . . .

George P. Hollingbery
George P. Hollingbery Co.
Chicago

* * *

List News Directors

EDITOR, BROADCASTING:

. . . You may remember . . . I wrote you about the often expressed question by members of our association that the category of News Director might be reinstated in your YEARBOOK. . . .

. . . Do we have a chance of getting in this time? We certainly would appreciate it. . . .

Jack Shelley
President
National Assn. of Radio News Directors
Des Moines, Iowa

[EDITOR'S NOTE: Due to an expanded format the 1951 BROADCASTING YEARBOOK will include not only the names of news editors, but of eight other executives of each station.]

* * *

The 'Muzak' Problem

EDITOR, BROADCASTING:

The decision of a concern "dispensing" wired music under the name "Muzak" to petition the FCC for a number of FM channels may pose some interesting problems . . .

In filing the petition, Muzak stated that FM has failed to evolve as a distinct new service. One might take issue with Muzak's attorney concerning that statement. FM has not developed nationwide network facilities such as exist under AM broadcasting, but it has developed regional and local networks which serve the public with programming not available elsewhere. Perhaps, Muzak does not consider this a new service . . .

The intentions of Muzak are, without a doubt, directed toward selfish gains . . . Transit Radio and Storecast are not, in the strict sense, commercialized services . . . FM, with the finest variety of programming available will stand a great chance in dissolving completely as a broadcast service when its static-free frequencies are used to transmit low-fidelity subscribed programs covered by obnoxious howls and squeals.

FM as a medium is undergoing enough difficulty today both in the number of receiver sales and the number of listeners, without having to undertake the selling of an adapter along with every receiver in order that the customer may receive the Muzak stations . . . FM should remain free . . .

George W. Hamilton
FM Promotion
Syracuse 10, N. Y.

"MIRANDY WANTS THE SHEEREST YOU'VE GOT!"

IF you think folks in the East live fancy, you oughta see our Red River Valley farmers indulge themselves! The sky's the limit because they're one of the nation's top income groups!

Hoopers and independent rural surveys prove that WDAY is also one of the nation's top *stations.*

For Dec. '49-Apr. '50, for example, WDAY got a 66.5% Share of Audience Weekday Afternoons, against 15.1% for Station B!

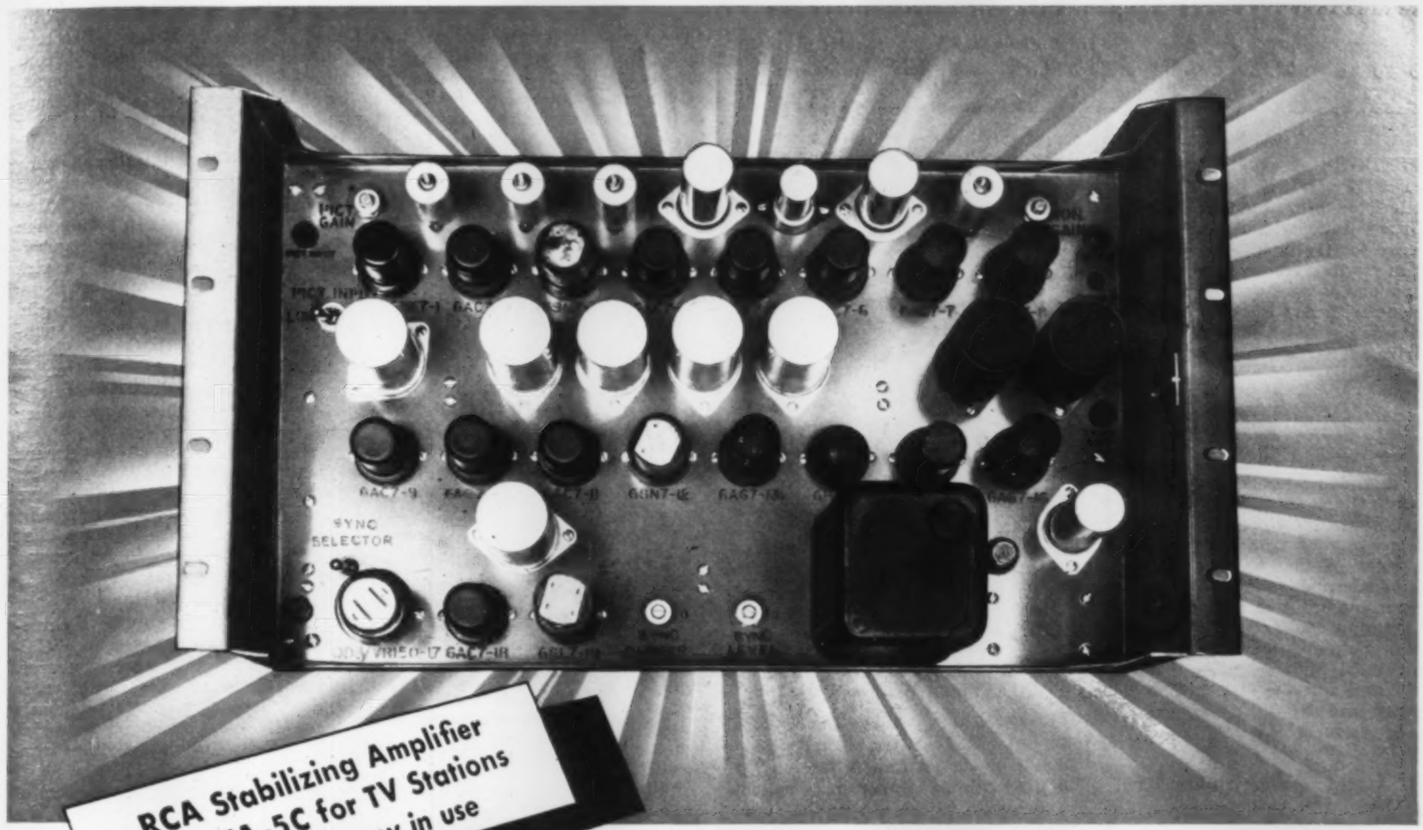
A new 22-county survey by students of North Dakota Agricultural College shows that 78.6% of the farmers in these 22 counties prefer WDAY, as against 4.4% for Station B!

Get all the facts today . . . from us or any Free & Peters "Colonel".

WDAY

FARGO, N. D.
NBC – 970 KILOCYCLES
5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives



RCA Stabilizing Amplifier
Type TA-5C for TV Stations
Over 400 now in use

Best in the Business

—take stability, for instance

• Stability—the most necessary requirement of any stabilizing amplifier—is a "standout" feature of the TA-5C. It is absolutely stable under all operating conditions. It operates with the same stability with or without signal input. It provides complete isolation between monitors—makes it possible to perform on-air monitor switching operations without creating transients or cross-talk on the program line.

The TA-5C stabilizing amplifier handles sync inputs up to 8 volts—and delivers signal voltage output at standard RMA values through just one simple adjustment of the sync control. Total tube complement—only 19!

Today more than 400 RCA Stabilizing Amplifiers are helping TV stations deliver the cleanest, most stable pictures in the history of commercial television. *Need we say more?*

* * *

Call your RCA representative for price and information on delivery. Or mail the coupon—today.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Dept. 19JA
RCA Engineering Products
Camden, N. J.

Send me price and complete information on the RCA Type TA-5C Stabilizing Amplifier.

Name____________________
Address____________________
City________________State__________
Station____________________

DETROIT PUBLIC LIBRARY

XUM

. . . In the Public Interest

Sets for Soldiers

PLEDGES of over $850 were received by WISR Butler, Pa., for television sets for three National Guard units which were about to leave for training. The entire station staff and some local musicians put on a two-hour variety show along with Art Ross' *Yawn Patrol*, a morning show, in a fund raising drive. Guardsmen took the sets to camp with them.

* * *

Radios for the Sick

DURING the city's centennial celebration, the WFAH (FM) Alliance, Ohio, staff decided the sick and shut-in residents should have some way of participating in the events. A fast check of local radio dealers made it clear that there were enough FM radios available to supply Alliance City Hospital with a radio in each room. WFAH arranged for the radios to be distributed and the sick and shut-ins heard the festivities of the gala celebration.

* * *

A Radio Capture

KANS Wichita Newsman Dick Gavitt relayed a tip to Sedwick County's sheriff that led to the quick arrest of two men who have confessed armed robberies in Wichita and surrounding cities. After the robbery of a Wichita drug store, Mr. Gavitt broadcast a description of the bandits and getaway car. Bandits were caught in Dodge City, 160 miles away. Story of the capture four days later and confessions were carried over the station.

* * *

Votes Praise for WSAZ-TV

PRAISE for WSAZ-TV Huntington, W. Va., was received from a local election official for the outlet's program showing how to operate a voting machine. The official reported that people who had seen the show had no trouble in casting their votes on the new machines, adding that non-viewers took a great deal of time in voting and this caused the poll to stay open longer then usual.

* * *

A Plea—With a Point

URGENT plea for blood donors for the Tulsa Red Cross Blood Bank, made by Ken Miller on his KVOO Tulsa program, brought 140 people to the center for donations. On his *News and Views* broadcast, Mr. Miller explained that the bank had less than a dozen pints of blood on hand and a minor accident would exhaust this. He also mentioned that a serious accident, such as one involving a bus, would bring the need of blood that the bank did not have. His plea was pointed up the next afternoon, when a bus did have an accident, although not serious. During that day 80 people donated blood and 60 more the following day, filling the bank.

On All Accounts

(Continued from page 10)

radio and television. She also places advertising for Fehr's Beer, Louisville, and Marathon Corp. (Waxtex, etc.).

Mildred Dudley needn't have given up acting. Before embarking on a business career she had scored many a dramatic hit. She was close to the top in the Illinois state dramatic contests while at Villa Grove high school, and continued in plays at McMurray College for Women, Jacksonville, Ill., and at the U. of Illinois. Just before the beginning of her junior year at Champaign, she felt an urge to attend New York's American Academy, but her father felt the big city was "too far from home."

"Why not go just half as far," he suggested. So Mildred chose Carnegie Tech's School of the Drama in Pittsburgh, where B. Iden Payne, on leave from the Stratford-on-Avon Theatre, was one of several famous directors who have joined the faculty from time to time on a temporary basis. She starred in Tolstoy's "Redemption" and Congreve's "Love for Love," and scored several hits in plays on KDKA Pittsburgh with the kindly assistance of Program Director Jock McGregor. After taking a B.A. degree in acting, she invaded Chicago radio and got a lead in the *Rube Appleberry* series on WGN, the *Chicago Tribune* station. She played Rube's girl friend, Mary, in the plays sponsored by Malt O'Meal. Later, Mildred became a commentator on WDWS Champaign, Ill., where she had three commercial shows of her own.

Mildred lives in an apartment overlooking Chicago's Lincoln Park, where she dishes up "farm style" meals for her closer friends. (She doesn't want the fact that she was a "hayseed" to get around too generally.)

A First Nighter

Mildred is an avid theatregoer. She never passes up a Chicago "first night," and, of course, attends most of the city's radio and television premieres. Her only other diversion from her busy job at Le Vally Inc. is reading "whodun-its."

Only woman board member of the Chicago Television Council, she is secretary of that organization. She also belongs to the Order of the Eastern Star.

5000 WATTS

KELO

NBC

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

IN SIOUX FALLS
MINNEHAHA COUNTY

17% OF RETAIL SALES IN S.D.
16% OF TOTAL INCOME IN S. D.
30% OF TAXABLE PAYROLLS

THE ONE STATION THAT DOES THE JOB IN SIOUX FALLS—AND—THE COMMUNITIES OF MINNEHAHA COUNTY.

IN KELO .5 MV AREA

48% OF RETAIL SALES IN S. D.
8% OF RETAIL SALES IN IOWA
5% OF RETAIL SALES IN MINN.
3% OF RETAIL SALES IN NEBR.

THE ONE STATION THAT DOES THE JOB IN THE RICH SIOUX FALLS MARKET.

Represented Nationally By THE JOHN E. PEARSON CO.

WBRC-TV

announces
the appointment of

PAUL H. RAYMER COMPANY, Inc.

as National Sales Representatives
Effective October 1st, 1950

WBRC · WBRC-TV
(NBC in Birmingham)

PAUL H. RAYMER COMPANY, Inc.
Radio and Television Representatives
New York   Boston   Detroit   Chicago   Hollywood   San Francisco

RELAXED......?

Yes, and easy listening, too —heard nightly Monday through Friday at 7:00 on WRC. In just a few short weeks, "BATTERS' PLATTERS" has grown to the listening stature of an early evening stand-by.

Charlie Batters' casual style has a long-lasting way with habit audience, based on good music and offhand comment—spiced but balanced.

This regular half-hour, in peak time has a few participations open, certainly worth your planning for STRONG coverage in the ever-growing Washington market. Batters' style isn't studied . . . it's designed for hard selling. His grow-list of sponsors is our best recommendation.

MONDAY THRU FRIDAY
7:00 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

ON THE theory that experience lends itself best as a fertile source of background, WRBL Columbus, Ga., last month called on three staffmen—World War II Marine veterans—to give its listeners a panel-eye view of the U. S. Marine Inchon landing Sept. 15, less than 12 hours after announcement of the invasion.

The session, reported by the station as an "unqualified success," was headed by WRBL News Director George Theeringer, a former Marine combat radio correspondent. He discussed the landings with Staff Announcer Bill Mitchell and WRBL News Editor Jim Arnall.

The idea for such a program was conceived by the station shortly before airtime and after WRBL had arranged to cancel CBS' *Wendy Warren and the News*. To air the special program at that time, WRBL had to relieve the three former leathernecks from their regular duties—Mr. Theeringer, who was writing his daily newscast, Mr. Mitchell, who was selecting records for his show, and Mr. Arnall, who had to be located on his daily news beat.

Once they had gathered in the studio, the trio began feverish preparation for the discussion. Each jotted down several notes and a map was obtained from the WRBL newsroom to enable the vets to follow the course of action.

Announcer Mitchell told listeners what preparation was needed to launch the invasion, calling on his first-hand knowledge of a similar event with the 6th Marine Division at Okinawa. Newsman Arnall, who served with the 5th Division through the entire Iwo Jima campaign, speculated on action taken once the Marines had landed. Discussion then turned to battlefront possibilities, with Mr. Theeringer offering his viewpoint and directing questions to others.

Recalling their past experience and capitalizing on the freshness of the new invasion, the three veterans succeeded in telling WRBL listeners what takes place behind the scenes of a Marine invasion on enemy soil.

WRBL Staffmen (l to r) Arnall, Theeringer and Mitchell—vets of World War II Marine campaigns.

* * *

strictly business

EDWARD W. LIER

THE POSSIBLE curtailment of TV set production, resulting from diversion of vital electronic materials to defense needs, should result in the continuing upswing of AM listening. That's the speculation of Edward W. Lier, radio representative for Shell Oil Co., sponsor of newscasts on 57 stations.

"Current war news already has increased the level of radio listening and caused major gains for news programs," Mr. Lier observes. He notes that a current NBC study shows its average ratings for early evening news programs are up about 76% over 1949 and the level of all radio listening is up some 24% over a year ago.

It's part of Mr. Lier's job to keep a sensitive finger on the pulse of the throbbing broadcast advertising medium. He keeps in close contact with radio sales representatives and station managers, assists in the production of advertising copy, maintains liaison between station personnel and men

(*Continued on page 54*)

IF YOU'RE INTERESTED IN NEWS . . .

People in Milwaukee and Southeastern Wisconsin Always Lis'n to WISN for the Best and Most Complete News Coverage.

The Reason? WISN Gives Them MORE NEWS, Alertly Prepared, and Expertly Reported. And WISN Has the FINEST EQUIPMENT for Remote News Pick-Ups.

You'll Like Doing Business with WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

In the rich Shenandoah Valley . . . **NBC**

WSVA

NOW FULLTIME

NBC 1000 WATTS ON 550

THREE CHIMES MEAN GOOD TIMES ON NBC . . .

- 50,080 radio homes (BMB, 1949)
- 65% of WSVA loyal listeners listen 6-7 days per week
- 90% listen 3-7 days per week
- 5½ hours of live programming daily (6AM-2PM)
- No television coverage

WSVA HARRISONBURG, VIRGINIA, 1000 WATTS FULL-TIME ON 550

REPRESENTED NATIONALLY BY DEVNEY & COMPANY

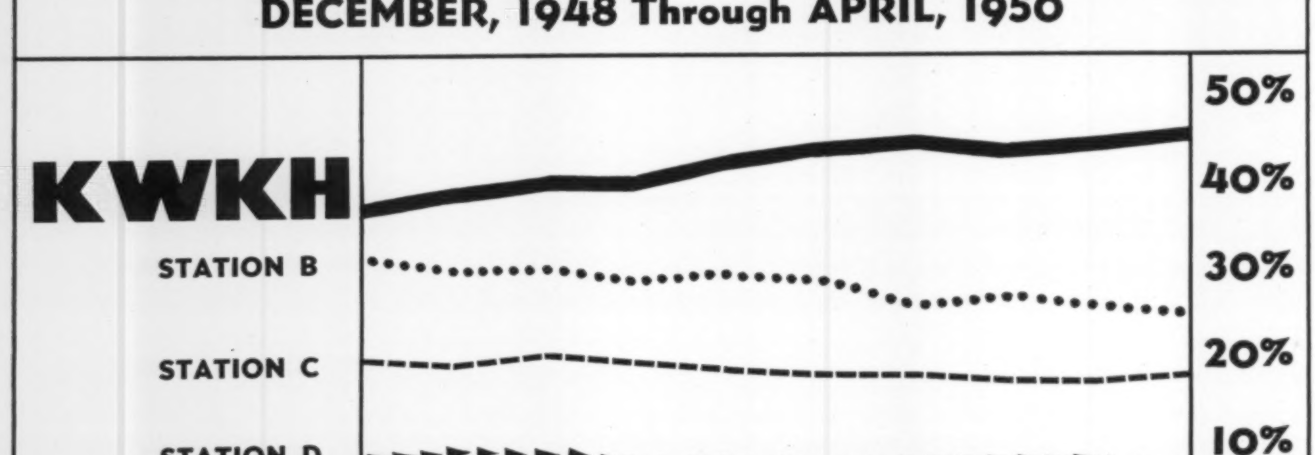
FRED ALLMAN,
President

R. B. HARRINGTON,
Commercial Manager

IT'S EASY, WHEN YOU KNOW HOW!

. . . . AND SHREVEPORT HOOPERS **PROVE** IT!

Share of Audience, Total Rated Periods for TEN REPORTS
DECEMBER, 1948 Through APRIL, 1950

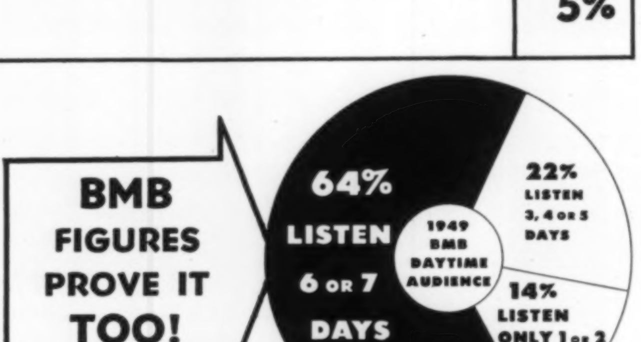


HOOPERS and BMB *both* prove that KWKH is the overwhelming favorite in and around Shreveport!

The graph at the top of the page illustrates the findings of Hooper reports covering a period of 16 consecutive months. It not only proves that KWKH gets top Shreveport ratings; it also shows that KWKH is consistently *increasing* its leadership over other Shreveport stations!

The pie-chart at the right shows the kind of loyalty accorded KWKH by its large rural audience. Well over half the 303,230 families in KWKH's Daytime BMB Audience listen to KWKH 6 or 7 days weekly!

That's the proof of KWKH's superiority in this rich Southern market. What other facts would you like?



KWKH

SHREVEPORT | **Texas LOUISIANA Arkansas**

The Branham Company
Representatives

Henry Clay, *General Manager*

50,000 Watts • CBS •

BROADCASTING
TELECASTING

Vol. 39, No. 14 WASHINGTON, D. C., OCTOBER 2, 1950 $7.00 A YEAR—25c A COPY

ANA MUFFLES RATE CUT CRY

Shelves Issue at Chicago

HUDDLE at ANA meeting includes (l to r): Ward Maurer, Wildroot Co.; Robert Brown, Bristol-Myers; Wesley Nunn, advertising manager, Standard Oil of Indiana and ANA vice chairman; Bill Stedman, American Home Products; Frederick Bowes Jr., Pitney-Bowes and ANA director, and Peter Allport, public relations, ANA.

* * *

THE NATION'S top advertising spenders, responsible for perhaps 75% of the five billion dollar annual outlay for time, space and talent, last week gave short shrift to the pre-Korea project of demanding downward adjustment of radio rates because of the purported incursions of television, disposing of the erstwhile burning question in a one-hour session at the 41st annual convention of the Assn. of National Advertisers in Chicago.

There was no formal action following presentation of the highly controversial report of the ANA Radio & TV Steering Committee by its chairman, William Brooks Smith, advertising director of Thomas J. Lipton Inc. The report was discussed at an executive session of 500 members at the opening meeting last Monday. The association, it was learned, disposed of the issue with instructions to the Smith committee to continue its studies, but with each member to handle rate negotiations as he may see fit.

It was evident that there would be no move in concert toward AM rate reduction at this time. Uncertainties, stemming from the wartime economy, and prospect that TV will not expand into new markets as rapidly as had been expected, were believed to be the salient factors in the decision to tread-water now and for the foreseeable future.

War Tops Problems

While radio and TV topics were generously sprinkled through the three-day agenda, primary attention was directed to the "imponderables" of the new war-time economy. Key national advertisers, notably in the consumer fields, it was revealed in a "confidential survey" made by the ANA Research Dept., plan to maintain 1951 overall budgets at least as high as those for the current year, and those were 10% to 15% ahead of 1949. Broadcasting-wise, greatest interest was manifested in TV, among the consumer groups, with 32 companies indicating increases during the next 15 months, and with no TV cuts whatever. The identical 32 companies said they planned to curtail car-cards and network radio, but would increase spot radio, magazines, newspaper and out-door (see story below and charts page 26).

Brown Elected

At the business session Monday, Albert Brown, vice president of Best Foods Inc., was elected chairman of the association's board, succeeding W. B. Potter, advertising director of Eastman Kodak Co. Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, was elected vice chairman, and Paul B. West was elected paid president and chief executive officer for the 18th successive year.

New directors of the association elected at this meeting are Guy Berghoff, director of public relations, Pittsburgh Plate Glass Co.; Albert N. Halverstadt, manager, radio and media division, Procter & Gamble; Frederick Bowes Jr., director of public relations and advertising, Pitney-Bowes Inc.; David W. Tibbott, director of advertising, New England Mutual Life Insurance Co., and George E. Mosley, vice president in charge of advertising, Seagram Distillers Corp. Two ANA memebrs, Robert J. Keith, director, advertising and public relations, Pillsbury Mills Inc., and J. Ward Maurer, director of advertising, Wildroot Co. Inc., were re-elected to the ANA board of directors.

ANA, with a membership of 475 national advertisers, had a gross registration, including advertising agencies and media guests of more than 700 at the three-day convention. Principal guest speakers were Secretary of Commerce Charles W. Sawyer, at the Wednesday luncheon session, and FCC Chairman Wayne Coy, the latter directing his remarks primarily to the TV outlook (see stories pages 40 and 27, respectively).

Radio and TV research and audience surveys took a pasting in several talks, with a project advanced

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MEDIA CHANGES AHEAD

McElroy Views

TELEVISION'S "impact and growth" is the most influential factor in decisions of members of the Assn. of National Advertisers to make media changes next year. Of companies most swayed by TV, 70% are in the consumer package goods field.

These facts were revealed by M. L. McElroy, ANA vice president in charge of media, and research, on opening day of the annual ANA convention in Chicago Monday.

In the ANA's annual "analysis of today's conditions," Mr. McElroy questioned ANA members by mail to determine their media plans, advertising appropriations and stock conditions for the coming year. His summary was based on 159 firms which replied.

Seven out of 10 plan no marked changes in their proportionate use of media next year. Those who plan a shift cited "an increase or decrease in appropriation" as the second reason, after TV's growth. Video expenditures will be increased in 1951 by 32 concerns, but none plans to trim TV budgets. Because of the swing to television in these 32 companies, network radio and car card funds will be cut, and money will be added for spot radio, magazines, outdoor and newspapers.

Mr. McElroy noted that "the contrast between network and spot radio is especially marked, with the score for network being two increases and six decreases; for spot, 10 increases and three decreases."

Few Ad Cuts Seen

Four out of 10 respondents expect product shortages during the last quarter of 1950, but less than 1 in 10 will reduce the advertising appropriation for that period. About twice as many advertisers schedule increases in this last quarter as those slating reductions. Eighty percent will make no change for the rest of the year.

More than half the ANA members reporting allocated larger advertising expenditures this year

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XUM

IN REVIEW...

JACK BENNY, possibly the most durable institution in radio, is back at the old stand after a summer in Europe, an adventure that apparently left him unmarked. The jokes on his Sept. 24 program were within his familiar orbit, bounded on one side by the Los Angeles smog and on the other by Phil Harris' intemperance. It would be impossible to tell from his radio script that Mr. Benny had ever left home.

The remarkable fact is that Mr. Benny does not have to stray as much as an inch from his enduring format in order to keep a big audience. His special talent is the invention of slight but numerous variations on a few standard themes and the ability to use his unusual gifts for timing and inflection to make a slight joke sound like a big one.

Mr. Benny can get more mileage out of the single utterance, "Oh," than most other comedians can get from a week's work of their gag writers.

The character of the aerial Benny is so well established that mere reference to his idiosyncrasies is enough to provoke laughter. His baldnesss, his advancing age and his parsimony have themselves acquired the stature of jokes, a happy evolution that must have relieved his writers of some measure of creative burden.

Rochester Calls Again

The telephone rang on his program the other night, as it has on possibly a thousand other occasions, and the caller turned out, not unexpectedly, to be Rochester.

"Hey, Boss, the man is here from Sears & Roebuck wearing your new suit," said Rochester. "He said for the price you paid they couldn't afford to put it in a box."

.(Convulsive laughter by the studio audience.)

"Wait a minute," Rochester added. "Here comes Roebuck with the extra pair of pants."

(Helpless hysteria in the studio.)

About the only topic that Mr. Benny has added to his staples in recent years is William S. Paley, chairman of the CBS board, who paid the comedian an immoderate amount of money to transfer his activities to CBS.

Program Facts

Program: JACK BENNY SHOW, on CBS, 175 stations.

Sponsor: American Tobacco Co. (Lucky Strike cigarettes).

Agency: BBDO; account executive: Thayer (Tax) Cumings.

Production Cost: Approximately $22,000 a week.

Cast: Jack Benny, Mary Livingstone, Phil Harris, Eddie (Rochester) Anderson, Dennis Day, Don Wilson.

Producer: Hilliard Marks.

Musical Director: Mahlon Merrick.

Writers: Sam Perrin, Milt Josefsberg, George Balzer, John Tackaberry.

On his Sept. 24 show Mr. Benny, playing a prospector in the California gold rush, fell afoul of one of the least menacing Indians of fact or fiction, timorously played by Dennis Day.

"Who you, Paley face?" challenged the Indian.

"That's *pale* face," snapped Mr. Benny. "Paley's the statue in the lobby."

This is not the stuff of which imperishable humor is made, but it serves Mr. Benny handsomely. One of the comedian's greatest assets is his absolute familiarity with the characteristics of radio. He plays entirely to the ear. A Benny script makes less than laugh-

(Continued on page 92)

Program Facts

Program: COLGATE COMEDY HOUR, on NBC-TV, 38 interconnected stations, 16 non-interconnected.
Sponsor: Colgate Palmolive-Peet Co.
Agencies: Ted Bates Inc. (account executive: Robert Parman) and Sherman & Marquette (account executive: William J. Breen).
Production Cost: Approximately $35,000 a week.
Cast: Fred Allen, Monty Wooley, Rise Stevens, Sono Osato, David Burns, Parker Fenley, Peter Donald, Kenny Delmar, Minerva Pious.
Producer: Charles Friedman.
Director: Kingman Moore.
NBC-TV supervisor of production: Samuel Fuller.
Musical Director: Al Goodman.
Choreographer: Dick Barstowe.

FRED ALLEN's first excursion into television, it is this reviewer's mournful duty to report, added little to his reputation as a literate wit and less as a showman. The principal trouble with Mr. Allen's first performance was that he was obviously nervous, a disorder that exerted a contagious effect on other members of his cast. For a production rehearsed as assiduously as Mr. Allen's program, an astonishing number of lines was forgotten or fumbled. Such mishaps are meat for Mr. Allen's nimble humor when he is at his ease. They were only embarrassing on his television appearance.

One of the most endearing characteristics of Mr. Allen's performances in radio was his unrehearsed chuckle at jokes that particularly amused him. The chuckle was missing from his television show. Mr. Allen conveyed the impression that he was concerned more with remembering his next line than with extracting maximum emphasis from the one he was delivering. It was impossible to avoid the conclusion that Mr. Allen himself was not having any fun.

There is cheerful reason to believe that Mr. Allen may overcome the jitters of his maiden experience in a new and difficult medium and come to occupy the place in television he deserves. Few if any other comedians possess his keenness of mind and tongue, and it would be a pity if his talents were not put to use at their best in TV.

Sparkles of the real Allen brightened his show from time to time. Belaboring a favorite target, NBC executives, Mr. Allen spoke of one who was "so big he had a wastebasket to throw people in." During a period of instruction in pie-throwing, which a "television consultant" advised him was an indispensable facility of any TV comedian, Mr. Allen was given a particularly gooey meringue. He looked at it admiringly and remarked: "Give this pie two writers and it could have a show of its own."

'Alley' Disappoints

Much of the program, however, was not up to these standards. Mr. Allen attempted to transport his famous "Allen's Alley" from the invisibility of radio to the pitiless stare of television by the use of puppets to portray the characters of Senator Claghorn, Ajax Cassidy, Mrs. Nussbaum and Titus Moody, while their lines were read off-screen by the performers who created them in radio. The actions of the puppets, which must have been manipulated by someone suffering alternately of paralysis and St. Vitus' Dance, were so distracting that much of the dialogue between Mr. Allen and the inhabitants of his bizarre by-way was utterly wasted.

Mr. Allen with Monty Wooley participated in a sketch that found the two of them attempting, against appalling non-cooperation from officials of a department store, to exchange a cuckoo clock that

(Continued on page 92)

Drawn for BROADCASTING by Sid Hix

"She'll have to wear a different dress—he's lost his place again!"

STIFF TERMS ON 'LORAIN JOURNAL' Set by Justice

SWEEPING TERMS to govern the competitive practices of the *Lorain* (Ohio) *Journal*, first newspaper found guilty of anti-trust law violations in competing with a radio station [BROADCASTING, Sept. 4], were proposed by the Justice Dept.'s Anti-Trust Division last week.

Expected to have prompt repercussions throughout the newspaper field, probably accompanied by protests from radio interests as well, the department's proposal was submitted Thursday to Judge Emerich B. Freed of U. S. District Court in Cleveland, who conducted the trial in which the *Journal* and its owners and two principal executives were found guilty of illegal practices in competition with WEOL Elyria-Lorain. Appeal was deemed certain.

The proposed decree would:

- Forbid the *Journal* and the individual defendants — Owners Samuel A. and Isadore Horvitz, who also own the *Mansfield* (Ohio) *Journal*, and Business Manager D. P. Self and Editor Frank Maloy of the Lorain paper—to acquire any radio station or newspaper which competes with the *Lorain Journal* "or with any other newspaper owned or controlled by the defendants or any of them";
- Forbid the *Lorain Journal* and the individual defendants to refuse the advertising, without discrimination, of any person because that person also buys time on a radio station or uses any other advertising medium.
- Forbid them to refuse any advertising—which would include paid program logs—which is offered by any radio station competing with the Mansfield or Lorain *Journal*, unless such advertising violates a policy which is "*bona fide*, lawful, and uniformly adhered to without discrimination by the newspaper."

Burden of Proof

- Put the burden of proof upon the defendants involved if legal proceedings develop in connection with these requirements banning rejection of advertising offered by a competing station or by users of competitive media.
- Forbid the *Lorain Journal* and the individual defendants to accept advertising under any agreement which forbids the advertiser to use another newspaper or requires him to use only the *Journal* "or any designated newspaper."
- Forbid them to fix a discriminatorily lower price or allow discriminatory discounts, rebates, or options on condition that the advertiser purchase from the *Lorain Journal*, "or any designated newspaper," a "specified volume, value, quota or percentage of his required advertising." Observers interpreted this to be designed to insure that an advertiser, in order to place advertising, would not be required to place a specified amount or percentage.
- Forbid the *Lorain Journal* and the individual defendants to cancel, refuse to renew, or otherwise "impair" any advertising contract because the advertiser has used, is using, or plans to use other newspapers or other media. Burden of proof would be upon the defendants if proceedings arise involving this requirement.
- Require publication of the substance of the judgment once a week for 25 weeks "in a newspaper of general daily circulation published in each community where the defendants or any of them own or control a newspaper"—presumably in the Horvitz's own Lorain and Mansfield papers.
- Make provisions of the judgment which are applicable to the *Lorain Journal* also applicable to "its officers, directors, agents, employes, subsidiaries, successors, assigns, and all other persons acting or claiming to act through, under or for such defendant."
- Require the *Journal* and the individual defendants, insofar as any advertising medium owned or controlled by them is concerned, to maintain for five years all books and records—including correspondence, memoranda, reports, etc.—relating to "the subject matter of this judgment," and to notify their officers, agents and employes within 10 days "that each and every such person is subject to the provisions of this judgment."

Judge Freed may accept or modify the Justice Dept.'s proposed judgment, or reject it and write his own. The *Journal*, whose officials already have said they would appeal the decision, is deemed certain to fight the proposed decree. In event of appeal, the Supreme Court may uphold both the decision and the judgment which Judge Freed finally enters, or it may reverse the decision and call for a new trial, or it may uphold the decision but modify the judgment.

Authorities asserted that the Justice Dept.'s proposal to require the Lorain and Mansfield papers to accept paid program logs—implicit in the terms of the proposed decree—should not be construed to mean the department will take action against any other newspaper which refuses to carry logs.

Protests on Logs

The department reportedly has had complaints from upwards of 100 stations protesting that their logs have been refused by newspapers. Observers felt, however, that the requirement proposed by the department in the Lorain case must be considered as one of many factors—that is, that the *Journal's* refusal to carry WEOL logs was only a part of the overall case.

In his decision, handed down in late August with a request to the Government to file a proposed decree, Judge Freed held that it had been "clearly established" that the *Lorain Journal* tried to eliminate the competitive threat posed by WEOL by "refusing to publish advertisements for local merchants who used the radio station."

He rejected the newspaper's "free speech" arguments, asserting that its officials did not reject advertising because they considered the advertising copy to be offensive, "or even because the prospective advertisers were not the sort of persons with whom they wished to deal." Instead, he said, the rejection "was based solely on a desire to force these advertisers not to continue or to enter relations with another available mode of communications."

"The *Journal*," he said, "admittedly has a right to select its advertisers for good reason or without reason, but it has no right in pursuit of a monopoly to require them not to deal with a competitor."

The Justice Dept.'s proposed findings and decree was filed by Herbert A. Bergson, assistant attorney general in charge of the anti-trust division, whose resignation from the department was slated to become effective Oct. 1; Robert B. Hummel, trial attorney; and other departmental attorneys including Victor H. Kramer, who argued the department's case during the trial, and Victor A. Altman, Baddia J. Rashid, and Norman H. Seidler, who assisted.

Both the Mansfield and Lorain *Journals* have sought radio stations but were denied by FCC on grounds that the owners sought in Mansfield to "suppress competition . . . and to achieve an advertising monopoly" [BROADCASTING, July 19, 1948].

Meanwhile, in New Orleans, the jointly owned *Times-Picayune* and *States* last week answered another

(Continued on page 92)

SELLING RETAILERS Stores Get Radio-TV Tips

RETAILERS and broadcasters joined last week to pull radio out of its wall-flower role in the store advertising field as the National Retail Dry Goods Assn. held its first Radio-TV Workshop.

Stung by charges they had failed to understand retail selling, broadcast spokesmen conceded they should work closely with store operators in making the electronic media useful and necessary tools for NRDGA members.

Probe Whole Field

Over a score of executives from media, agencies, chain-store, consumer and store operations spent Thursday and Friday at the Hotel Statler, New York, probing the whole radio and television advertising field.

Out of their merged observations and suggestions came a series of ideas that brought favorable comments from many of the NRDGA members. These store executives control a substantial share of all the retail advertising placed in the United States.

It was agreed that aural broadcasting has not been adequately used by stores, with broadcasters getting a good share of the blame. As for television, the future was described as promising and many speakers forecast tremendous growth in use of the new medium by retailers.

James M. Gaines, NBC vice president and director of owned-and-operated stations, said there had been "a shocking lack of cooperation with retailers" on the part of networks in the past, which would certainly not continue.

The consumer's view of radio and television was presented by Dr. Ruth W. Ayers, managing director of the National Consumer-Retailer Council Inc., New York, who warned that a series of commercial announcements individually acceptable are capable, in their combined effect, of disgusting and repelling the listener. The first commercial "in a high tensioned voice" may be impressive, but a series of them have a cumulative effect, causing the listener to "fight back," she said.

Pointing out that "the attitude of the average listener to the whole economic community is deeply affected by his responses to advertising," Dr. Ayers urged the use of commercials designed "to be welcomed." She said the announcement should "slip into the listener's mood," particularize as to the manner in which the product suits his needs and income level.

Rules for Success

"Ten rules for successful retail radio use" were given by Howard P. Abrahams, manager of the NRDGA sales promotion division and visual merchandising group. They are: Promote your strongest department, best items or services; use beamed-program techniques; repeat; reflect the store's character in the program; use proper continuity; write copy for ear; use other sales promotion devices to promote radio, and radio to promote other sales devices; merchandize; tie a public relations program in with radio; and accent radio where other media are weak.

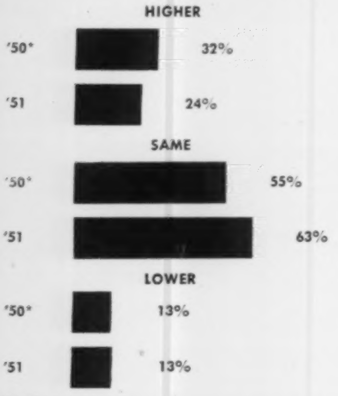
Allied Store Corp. radio and

(Continued on page 93)

Expected Profits

Percentage of Companies Expecting Higher, Same or Lower Profit Rate, Compared to Previous Period

(Profit Before Taxes as Percentage of Sales)



*1950 figure is for last quarter.

Based on replies from 141 companies answering for both years. Source: ANA member survey, Sept. 1950

Media Changes

(Continued from page 23)

than last; 40% are spending the same, and only 6%, less (see Advertising Appropriations chart). Forecast for 1951 is that a third of the members will increase their budget over 1950, more than half expect no change, and less than 10% will lower appropriations.

Three out of four advertisers making automotive products—including accessories and tires—are spending more in 1950 than they did in 1949. Forty-eight percent of firms in the large consumer package goods group are spending more, and 56% of businesses dealing with industrial products, household equipment and appliances, textiles and apparel, services and miscellaneous, are spending more in 1950 than in 1949.

For each industry group this year, advertising increases average from 10% to 15%, Mr. McElroy said.

Expenditures in the agricultural equipment industry have dropped "lightly" from 1949 to 1950, but gains were recorded in office equipment, food, automotive and building material classifications, as shown in the following table:

Advertising Expenditures as Percentage of Sales—Median

Industry	No. Cos.	1950	1949
Drugs & Cosmetics	9	24%	24%
Soft Drinks	2	16	16
Home Furnishings	10	5	5
Miscellaneous	6	5	5
Office Equipment	3	3.2	2
Food & Groceries	9	3.2	3
Textile & Apparel	14	3	3
Automotive	5	3	2.5
Electrical Appliances	5	3	3
Building Materials	9	2	1.5
Alcoholic Beverages	5	2	2
Agricultural Equip.	2	1.6	2.3
Industrial	17	1	1
Paper Mfrs.	6	1	1
Chemical Mfrs.	3	1	1
Petroleum	4	1	1

Half of the members responding said the Korean war as yet has had no effect on advertising and selling plans (see War Effect chart). More than a third have shifted their promotional emphasis without any curtailment, and 6% reported reducing such efforts because of the war. Only a quarter of the members, however, believe the war will have no effect on their 1951 plans. Almost half the companies, contrasted with one third now, believe there will need to be a change in emphasis next year. Curtailment of plans in 1951 is expected by 26%.

Shortages Seen

Forty-three percent look for product shortages during the next quarter (see Product Shortages chart). The replies, however, "vary markedly by industry group," Mr. McElroy said. Three of four in the industrial field, as an example, expect such shortages in the last quarter, while only one in eight in the consumer package goods classification anticipates shortages.

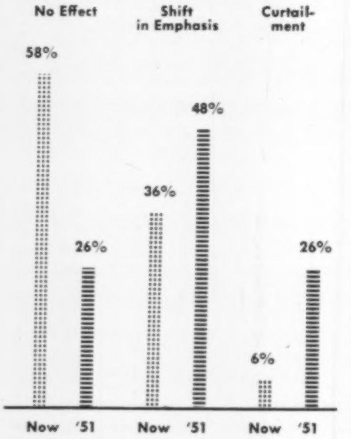
One out of three companies in all industry groupings said they do not know what to expect regarding product availability next year. One third said they believe their product materials will be short, but 28% look for no shortages in 1951. The industrial group, in general, anticipates shortages, while manufacturers of consumer nondurables do not.

Expected Profits chart indicates about a third of the ANA members expect the percentage of profits to be higher in the last quarter of 1950 than in the preceding period. More than half expect no change in the rate of profit, and some see a decline. The group expecting higher profits drops 8% for 1951, and that expecting no change increases correspondingly.

Mr. McElroy concluded that advertisers are continuing to make "their operating decisions on the basis of the 'job to be done,' which in many cases is the maintenance or improvement of their current market positions."

War Effect

Effect of Korean War on Members' Advertising and Selling Plans



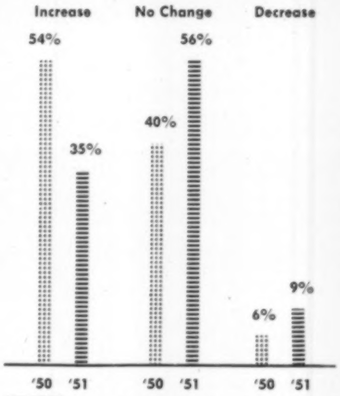
Based on replies from 123 companies answering for both periods. Source: ANA member survey, Sept. 1950.

He believes most changes expected "are dictated by competitive conditions and increased consumer demand, rather than by large government purchases." Pointing this up, he said more than two-thirds of the respondents expect less than 5% of their 1951 total production to be consigned to the government.

Because of the uncertainty about basic raw materials, "members are faced with increased difficulty in several areas: (1) making reasonable sales estimates on which to base advertising budgets, (2) maintaining good dealer relations, and (3) maintaining the brand standing of their products."

Advertising Appropriations

Percentage of Companies Expecting to Increase, Maintain Or Decrease Their Advertising Appropriations 1950 vs. 1949 and 1951 vs. 1950



Based on replies from 104 companies answering for both years. Source: ANA member survey, Sept. 1950.

ANA Muffles Rate Cut

(Continued from page 23)

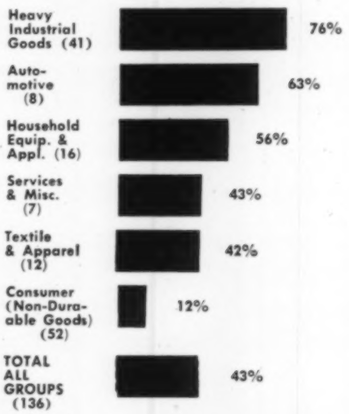
for unification and simplification. Fred B. Manchee, executive vice president of BBDO, and a member of the committee appointed to arbitrate the Hooper-Pulse contest in the San Francisco Bay area initiated by KJBS San Francisco, proposed that advertisers, agencies and broadcasters come to an agreement on what is needed by way of radio and TV measurement, with the broadcasters taking the lead. He lamented the existence of 15 different research services to "guide, or should I say, to confuse you." The total yearly tab runs in six figures—eventually paid for by the advertiser (see story page 27).

John P. Cunningham, of Cunningham & Walsh Inc., New York, in a discussion of the "Effects of the Video Virus on the Human Being," based on his agency's "Videotown" surveys, called for a voluntary code to govern the orderly development of TV in all its phases, but with emphasis upon program standards. He called for "commercial self-control" and advocated a committee of the AAAA, ANA and of the broadcasters (presumably NAB) to look toward a permanent board—"respected and vigorous—like the baseball czar." Out of this could come a creed or code, he said (see story page 58).

Product Shortages

Percentage of Companies Expecting Shortages of Their Products During the Last Quarter of 1950

(By Industry Groups)



Based on 136 companies answering this question. Source: ANA member survey, Sept. 1950

In deciding to forego concrete action on the radio rate cut proposals, the closed membership meeting, however, instructed its committee to keep a watchful eye on the raido-TV media. This, it was pointed out, is in keeping with ANA procedures, since committees function on a continuing survey basis in all spheres of association activity.

NAB Proposal

The NAB proposal for a "continuing study" of the over-all radio-TV rate picture, which would embrace an appraisal of the inroads of TV on other media, such as newspapers, magazines and motion picture, was coldly received by the convention, it was reported.

Participating most actively in the radio-rate session, in addition to Chairman Smith, whose outstanding success with the Arthur Godfrey program on CBS-TV has made him a TV zealot, were Robert Brown of Bristol-Myers, William Connelly of S. C. Johnson Co., Stuart Peabody of the Borden Co., and I. W. Digges, ANA counsel. Mr. Digges reportedly lamented the manner in which the whole rate matter was approached. The "bad press" resulting from publication of the substance of the report also drew comment.

What bearing the war-emergency may have had on the rate issue was not raised openly, but it was evident that this fortuitous development, reflected in the first phases of inflation, was not overlooked. Recent increases in the space rates of magazines and

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COY'S PREDICTION *Voiced to ANA Convention*

By JANE PINKERTON

FCC CHAIRMAN Wayne Coy expects the TV freeze to thaw in from six to nine months, he said in Chicago last week, reiterating his forecast of two years ago. In September 1948 he used the same figures, "and the prediction is still a good one, except that it's changed its locale by just two years!" he said.

Chairman Coy, in response to the keen interest in television evidenced by members of the Assn. of National Advertisers, opened the group's annual convention in Chicago's Drake Hotel Monday morning. Backgrounding TV stumbling-blocks confronting FCC during the past two years, Mr. Coy explained the Commission is now ready to begin allocation hearings, "the last phase of the process of lifting the freeze."

"Now qualified in my predictions" (because the six-to-nine-month estimate was predicted in 1948), Mr. Coy expects the FCC to grant applications for stations in non-TV areas "somewhere between April and the first of July next year." Where there is competition for channels, however, grants will follow lengthy hearings, with final grants being delayed "until the end of 1951, at the earliest, with many of the cases running over into 1952," he said.

TV Work Load

Of 354 applications now at FCC offices, 124 involve cities without any television outlets. Forty-nine concern cities with operating TV stations. Consideration will be given to additional applications, the chairman said, as "there is no vested right in any of the applications now before us."

Chairman Coy confined his speech to subjects about which he had been queried in advance by ANA members. The question most frequently asked was: "What will be the effect on the broadcasting industry of the present Korean situation in light of possibilities of more widespread war?"

Pointing out a lag in industry between appropriations and expenditures, Mr. Coy sees a corollary lag between the war and its effect on broadcasting and business in general. "It will be some time before there is a serious effect, and, when it comes, it will be a sort of creeping paralysis upon the industries which contribute to the broadcast business," he said.

Electronic Contracts

Commenting on governmental appropriation of a billion and a half dollars for electronic equipment contracts, Mr. Coy said some orders can be absorbed "in our present manufacturing capacity without any serious effect on radio and television set producers. There *will* be an effect when contracts authorized by the present appropriation bills are completed," he added.

The percentage of reduction to be effected in AM-FM-TV manufacture "I don't know," he said. In addition to production cuts, he anticipates a "critical shortage of certain parts, including tubes, electrolytic condensers and resistors."

Mr. Coy envisions 3,200 video stations in this country ultimately, with 90% of the population being served by TV in five years—about the number which now has access to radio. Using the 12 channels now available, it is "engineeringly possible" to have 645 stations operating on a basis of co-channel stations separated by 200 miles and adjacent stations 110 miles, he said. This would be trimmed to "a very high number of 500," however, because of many areas which cannot offer economic support to a video station.

Future Coverage

"Because we've known for two years or more that the 12 channels would not enable us to have a nationwide, competitive system of television," Mr. Coy said, the FCC in 1948 set aside 42 channels from 500 to 900 mc on the spectrum for 1,600 metropolitan stations and 1,000 low-powered community stations. The total, 3,200, "is more, by 1,000, than we now have standard broadcast stations."

Full geographic coverage by TV will not be possible, though, "unless there is some new technique discovered," Mr. Coy said. He used Stratovision, developed by Westinghouse, as an example.

CAUGHT at a lighter moment in ANA's sessions are Brig. Gen. Frank L. Howley (l), U. S. commandant of Berlin and former Philadelphia agency executive, who talked at the annual banquet Tuesday evening on Russian Communism, and Albert Brown, vice president of Best Foods and new ANA board chairman.

Cable allocations, involving the telephone company and TV networks, will be "a problem for at least two or three years, unless a basis for easement is found," Chairman Coy said. Because the burden is on the FCC to "see that there is competition in radio and television, our concern regarding allocations is going to be that programs of the various networks have an opportunity to be seen and heard in all cities in this country," he said.

He reviewed the AT&T schedule

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RESEARCH 'MESS' *Manchee Cites Duty Of Broadcasters*

BROADCASTERS must accept responsibility for leading a movement toward basic agreement on what kind of radio and television research is needed, and how to get it, although they need not foot the entire bill. This was the charge of Fred B. Manchee, executive vice president of BBDO, during the radio-TV session at the Assn. of National Advertisers convention Monday afternoon (see separate stories). In an effort to explain radio and television research—"how confusing can it get?"—Mr. Manchee made what he termed "the all-time under-statement."

"Radio-television research is in one hell of a mess!"

In going through the ABC's of research (see adjacent story) to give ANA members an idea "of the competition for your research dollars," Mr. Manchee enumerated 14 AM-TV research services.

Two Needs Cited

Two things are needed: (1) agreement on what advertisers and agencies want and need in the way of research, which would result in less confusion and cheaper costs, and (2) the machinery to carry out this necessary research, supervised and operated by broadcasters.

"Many of us have been appalled at times the way the broadcaster sits on the sidelines and lets *his* product—a time period—be bounced around like a ping pong ball by conflicting data from different research services. Shouldn't *he* be the one to call the turn in seeing that his product is properly represented? Shouldn't it be his responsibility to supply documented evidence on the dimensions of what he is selling?"

Referring to future objections from broadcasters, who might remind advertisers that other media "are not called upon to defend themselves," Mr. Manchee said there is, for example, no valid comparison of radio and printed media circulation figures.

"In radio and television, every time period on every station is, in a sense, an individual publication with a different audience. It is incumbent on the broadcaster to take a more active interest in documenting what he is selling. If there were no research services, don't you think buyers would insist that the seller supply the evidence?"

Mr. Manchee admitted he expects broadcasters to consider his proposal "drastic," especially as "the broadcasting industry has not altogether distinguished itself in the past for assuming leadership in the field of measurement. The very competitive nature of the industry has militated against such leadership. This is the very reason why the industry *should* recognize its responsibility to assume leadership."

Mr. Manchee realizes "there is no one technique which fills all needs, but if the strengths and weaknesses of different techniques can be determined, we are much closer to solving our problem." He suggested that broadcasters set up a committee, as have the ANA and the Assn. of American Advertising Agencies, to take inventory of the advertiser's needs. After that, a joint agreement could be reached on basic measurement requirements.

MANCHEE'S ABC'S

Competition for Research $

"HERE's a bit of alphabetical nonsense which will give you an idea of the competition for your research dollars," declared BBDO Vice President Fred Manchee at the ANA sessions last week:

A stands for Advertest and ARB
B for tempestuous BMB

C for the Conlons in cities huge
D for the di-arEE deluge

E's for the drain on the Exchequer
F for the Frown on the treasurer

G for the Grief when the figures don't match
H stands for ratings by Hooper, natch

I, J, K, L we'll skip right over
Plenty to come as we go down lower

M's for the Muddle we find ourselves in
N for the ubiquitous Art Nielsen

O for all Others of which there are many
P is for Pulse—isn't this zany?

Q seems to be open for a newcomer
R is for Radox, recall and roster

S is for Starch, yes he's here, too
T is for the newest, Trendex to you

U for Utopia we'd love to achieve
V for Videodex in TV

As for X, Y, Z, time to call a halt
Boy, bring on that bottle of smelling salt!

SET PRODUCTION

Radio May Hit 14 Million

PERSISTENT public demand for radio receivers, a development of the 1949 autumn season, has continued through the late summer weeks and promises to carry total 1950 set production close to the 14 million mark.

This would far surpass the 10 million-plus industry production for the 12 months of 1949, when the autumn spurt caught manufacturers immersed in TV with their production lines down.

As of Sept. 1 the manufacturing industry had turned out 8,750,965 radio sets, according to an all-industry estimate by Radio-Television Mfrs. Assn.

In the same eight-month period it produced 4,146,602 television sets, RTMA estimated, 1,100,000 above the entire 1949 TV total. In August alone 702,287 TV sets were turned out. With 4,000,000 TV sets having been turned out by the end of 1949, the 1950 production figures confirm the TELECASTING estimate of roughly 7¾ million sets in use.

The August aural radio production totaled 1,203,447 sets. While figures on aural and video sets with FM tuners are not available, the percentage of sets with FM has been increasing in recent weeks [BROADCASTING, Sept. 25].

The August radio sets included 754,232 home receivers, 128,255 portables and 320,960 auto receivers.

Summer radio production ran counter to normal seasonal decline, except for the first half of July when most of the industry shut down. TV production also rose abnormally during the period.

With these increases, manufacturers sold over $700 million in TV sets at factory prices during eight months of 1950 and another $210 million in radios, also at factory prices. These exceed total sales for the year 1949.

In line with this production boom, RTMA member companies are sharply increasing their advertising in the last half of the year, according to L. E. Pettit, General Electric Co., chairman of the RTMA Advertising Committee.

Committee Poll

An informal poll of committee members showed that the late 1950 advertising expansion will be carried over into 1951 by most big manufacturers despite possibility of curtailed set production due to shortage of supplies and demands of the military.

All but one of the firms polled will boost advertising budgets over the last half of 1950, the increases ranging from 20% to 200%, or an average of 104%. Total 1951 advertising is expected to run 9% above that for 1950. Three companies will have increases of 50% or more and only three companies will run below their 1950 budgets. No breakdowns on media to be used were obtained.

RTMA's estimated 1950 all-industry set production figures are shown above.

RTMA's Estimated 1950 Production

	Television	*Home Sets*	*Auto Sets*	*Portables*	*Total Radio*
January	424,000	581,000	329,000	69,000	979,000
February	536,000	505,000	379,000	120,000	1,004,000
March	643,000	587,000	389,000	114,000	1,090,000
April	432,000	526,000	273,000	143,000	942,000
May	557,000	796,000	291,000	351,000	1,438,000
June	522,000	710,000	567,000	262,000	1,539,000
July	330,315	391,170	234,025	97,323	722,518
August	702,287	754,232	320,960	128,255	1,203,447

* * *

WEISS RESIGNS

With Don Lee Since 1930

LEWIS ALLEN WEISS, board chairman of Don Lee Broadcasting System, Hollywood. Since May 1949, and prior to that president, has announced his retirement after 20 years with the regional network.

Action on his request, filed July 19, to be relieved of duties awaits only the formality of approval by Los Angeles County Public Administrator Ben H. Brown and attorneys for the Thomas S. Lee estate. They are expected to act by Oct. 6, closing date also for bids for capital stock in Thomas S. Lee Enterprises Inc. which includes Don Lee radio and TV facilities.

Although details were not revealed, Mr. Weiss said he will devote time to other business interests and hobbies. He will first take an extended vacation.

Mr. Weiss originally joined Don Lee network in 1930 as vice president and general manager, building it to a regional chain of 16 stations. He resigned two and one-half years later to become general manager of WJR Detroit, owned and operated by G. A. (Dick) Richards.

With weakening of original Don Lee network due to shift of most stations to CBS in 1936, Mr. Weiss was invited to return as vice president and general manager by Thomas S. Lee, now deceased son of the late Don Lee.

Affiliating Don Lee with the newly organized Mutual, Mr. Weiss then began a vigorous campaign to rebuild the regional network to its present position of 45 owned-and-affiliated stations in the Pacific Coast area. He is reputed to be one of highest paid executives in radio.

Mr. Weiss has served on Mutual's board of directors for 10 years and was chairman from 1947 to 1949.

With the late Don Lee, he also started the first TV station, now identified as KTSL Hollywood, which began operating Dec. 23, 1931.

* * *

Mr. WEISS

NETWORK GROSS

July '50 Tops That of '49

SUMMER vacation period for radio network advertisers brought the July 1950 gross radio network time sales to a total of $12,303,409, but resulted in an increase over the July figures of last year, $12,090,579, according to Publishers Information Bureau statistics released to BROADCASTING.

The 1950 cumulative totals of $109,293,958 were still behind the $112,862,890 spent last year during the same months. .

Procter & Gamble continued to lead all other radio advertisers in AM time bought, with expenditures of $997,752. General Mills spent $886,848, placing second in gross time purchase on radio networks, while Miles Labs ranked third spending $615,654. Fourth and fifth, respectively, were Sterling Drug, $491,964, and Wm. H. Wrigley Jr. Co., $440,220.

TOP TEN NETWORK ADVERTISERS IN JULY 1950

1. Procter & Gamble	$997,752
2. General Mills	886,848
3. Miles Labs	615,654
4. Sterling Drug	491,964
5. Wm. H. Wrigley Co.	440,220
6. Liggett & Myers	402,489
7. Philip Morris	394,644
8. General Foods	394,158
9. American Home Products	373,007
10. Gillette Safety Razor Co.	350,157

Food products ranked first among the network categories, spending $2,911,654 gross to advertise over the networks. General Mills led this group with its total of $886,848 in purchases.

The Toiletries & Toilet Goods group ran second with purchases of $1,671,359, within which Gillette Safety Razor ranked first, having invested $350,157.

Drugs & Remedies appropriated $1,576,614 to stand third, with Miles Labs the chief investor, $615,654. Fourth and fifth, respectively, were Smoking Materials and Soaps & Cleansers.

* * *

Top Network Advertisers for Each Product Group in July 1950

Agriculture & Farming	Allis-Chalmers	$ 41,498
Apparel, Footwear & Access.	Adam Hats Co.	41,599
Automotive, Auto. Equip. & Supplies	Firestone Corp.	76,125
Aviation, Aviation Equip. & Supplies		
Beer, Wine & Liquor	Schenley Industries Inc.	63,540
Bldg. Mat., Equip. & Fixtures	Johns Manville Corp.	99,624
Confectionary & Soft Drinks	Wm. H. Wrigley Jr. Co.	440,220
Consumer Services	American Tel. & Telegraph	81,855
Drugs & Remedies	Miles Labs	615,654
Entertainment & Amusements		
Food & Food Products	General Mills	886,848
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	105,686
Horticulture		
Household Equip. & Supplies	Philco Corp.	130,841
Household Furnishings	Armstrong Cork Co.	43,855
Industrial Materials	U. S. Steel Corp.	135,263
Insurance	Prudential Insurance Co. of Am.	111,615
Jewelry, Optical Goods & Cameras	Speidel Corp.	51,255
Office Equip., Writing Supplies, Stationery & Access.	Eversharp Inc.	83,235
Political		
Publishing & Media	First Church of Christ Scientist (Christian Science Monitor)	9,184
Radios, TV Sets, Phonographs, Musical Instru. & Access.		
Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	1,350
Smoking Materials	Liggett & Myers	402,489
Soaps, Polishes & Cleansers	Procter & Gamble	628,222
Sporting Goods & Toys		
Toiletries & Toilet Goods	Gillette Safety Razor Co.	350,157
Transportation, Travel & Resorts	Assn. of American Railroads	82,785
Miscellaneous	American Fed. of Labor	110,070

WATCH FIRMS BUY

Launch Seasonal Drive

By FLORENCE SMALL

WITH three watch manufacturers already embarked on their pre-Christmas promotion and three other national firms about to begin their seasonal exploitation, the watch industry has returned to radio and television in a drive that promises to match any previous year in history.

Benrus Watch Co. will spend approximately $20,000 on a spot announcement campaign using both radio and television for spots placed before and after the World Series.

In television, about 30 stations will be used with 20-second films carrying the sales message. Agency handling the television budget is J. D. Tarcher & Co., New York. The World Series schedule is in addition to the firm's regular one minute spot on the *Saturday Night Revue*, 39 weeks, on NBC-TV.

Its radio schedule, which will run about $7,500, is being placed by Simons-Michaelson, Detroit.

Million Budget

Benrus has used other spot shows throughout the year and expects its total expenditure for radio in 1950 to total around $1,000,000 slightly less than it spent in 1949. Its budget for television is expected to exceed $500,000 in 1950.

Hamilton Watch Co., through BBDO New York, which used 16 cities for its five-minute film last year, is planning to increase the budget considerably so that the new campaign starting in November will cover approximately 53 markets. The films are television variants of the famous "To Peggy" and "To Jim" ads which were originally used in magazines and repeated every year since 1940. Last year the agency gave life to the ads and made the five minute films on the same theme.

They were so successful that the same films promise to become a yearly institution similar to the magazine forebearers. The November campaign calls for the use of the films, three times weekly, for four weeks on each station.

Bruner-Ritter, New York (Bretton watches) which sponsored a network show, *Chance of a Lifetime* on ABC last year, is currently contemplating radio and television. Raymond Spector & Co., New York, is the agency, and will reveal specific plans sometime next week.

Bruner-Ritter in 1949

The Bruner-Ritter company spent a gross of $266,760 for the radio show in 1949 which was heard on 202 ABC stations for one-half hour per week from September through December.

Longines-Wittnauer Watch Co., today (Oct. 2) launches its heavy network radio campaign by adding its *Longines Symphonette* to the ABC network, four nights weekly, Monday through Thursday, 10:35 p.m., in addition to its two other Sunday network shows on CBS—the aforementioned *Symphonette* and *The Choraliers*. The Symphonette, incidentally, is one of the few famous musical organizations which owes its inception to radio and which has always functioned as a radio feature. It offers the use of the works of major composers presented in a manner designed to find acceptance with popular taste. It has been in existence for the past 10 years.

The firm also sponsors another quarter hour series on WNBK New York, 7-7:30 p.m., five times weekly. Victor A. Bennett Co., New York, is the agency.

Longines-Wittnauer spent a gross of $935,248 for network radio in 1949. In 1948 the total was $163,670. The firm spent a gross of $6,925 for its one-time Thanksgiving Day Festival on CBS-TV a one-hour show that was telecast over 22 stations.

Bulova Watch Co. continues its $4 million dollar spot announcement campaign in both radio and television through the Biow Co., New York. Gross expenditures in 1949 were about $3.5 million.

Gruen Watch Co., through its agency, Stockton, West, Burkhart, Cincinnati, started sponsorship of a television network show *Blind Date* on ABC-TV, last week.

Helbros Decision Due

Helbros Watch Co., New York, which sponsored *Richard Diamond* on NBC, last season, also is considering both a spot and network campaign. Plans through its new agency, Murray Hirsch, New York, are expected to be completed within ten days.

Total radio network expenditures for jewelry advertising in 1949, all but a very small percentage of which was for watches, grossed $2,789,721. In 1948 it amounted to $1,201,942 according to BROADCASTING estimates. In 1949 spot expenditures were about $4,592,000 net while in 1948 they were $2,530,000 net.

In television 1949 total network gross expenditures were $105,057 while spot amounted to $1,315,800 net.

FCC Actions

TEN STATION sales approved by FCC last week, including purchase by Max M. Leon of WDAS Philadelphia for $495,000-plus from William Goldman Theatres Inc., sale of KFWB Hollywood by Warner Bros. Pictures Inc. for $350,000 to KFWB Broadcasting Corp. (51% owned by Harry Maizlish and 49% by Lansing Foundation), merger of KIOA Des Moines and WLOL Minneapolis under WLOL ownership for $100,000. Two new AM stations and one new FM outlet also granted. Details of these and other FCC actions may be found in Actions of the FCC starting on page 84 and FCC Roundup on page 91.

Names Bennett Co.

JOSEPH PARMET Co., Catasqua, Pa., has named Victor A. Bennett Co., New York, to handle advertising merchandising and promotion for a new product to be sold in food, hardware notion and department stores. Radio and television will be used.

LOOKING over materials to be used by The Advertising Council in the current Community Chest Drives are: Mrs. Eloise Walton Paterson, of the Community Chest of America; standing (l to r) William Ramsey, Procter & Gamble, the Chest's volunteer radio and television committee chairman; Lee H. Bristol, Bristol-Meyers, The Advertising Council's vice chairman, and Niles Trammell, NBC board chairman.

STROTZ RESIGNS

West Probable Replacement

JOHN K. WEST, vice president and director of public relations of the RCA-Victor Division of RCA, last week was reportedly selected to be NBC vice president in charge of the network's Western Division, to succeed Sidney N. Strotz, NBC veteran, who resigned.

Official appointment of Mr. West was said only to await the formality of an NBC board meeting.

Mr. Strotz's resignation was announced in New York last week with the explanation that he quit to devote his time to other business interests. He has been with NBC 18 years, for the last eight as chief of the Western Division.

Mr. Strotz, at the time of his resignation, held the position of administrative vice president, one of four such titles created at NBC several years ago. One administrative vice presidency was vacated by Ken R. Dyke, program chief, who resigned two years ago. Another was eliminated by the reassignment of John H. MacDonald to be vice president in charge of finance, in the recent reorganization of the network. The third is held by Harry C. Kopf, administrative vice president in charge of radio network sales (in charge of all NBC sales before the reorganization). The fourth went with Mr. Strotz.

Joining NBC as program manager in Chicago in 1932, Mr. Strotz later succeeded Niles Trammell, now chairman of the board, as vice president in charge of the Central Division. He became vice president in charge of programs, with headquarters in New York, in 1940 and two years later was assigned to Hollywood as vice president in charge of the Western Divisioin.

Temporarily in New York

For a few months in 1948 Mr. Strotz was brought to New York to organize NBC's television operations but he elected to return to his West Coast post rather than remain at headquarters.

The resignation was given during a recent 10 day visit of Joseph H. McConnell, NBC president, to Hollywood. In accepting it, Mr. McConnell said: "My regret at seeing Sid Strotz leave NBC is not only on behalf of the network but personal as well. We have been good friends for many years, and I know how much he has contributed not only to this company but to the radio and television industry as a whole."

Mr. West

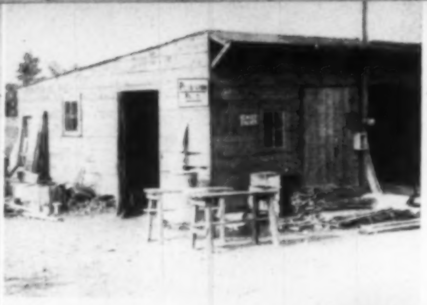
Mr. Strotz

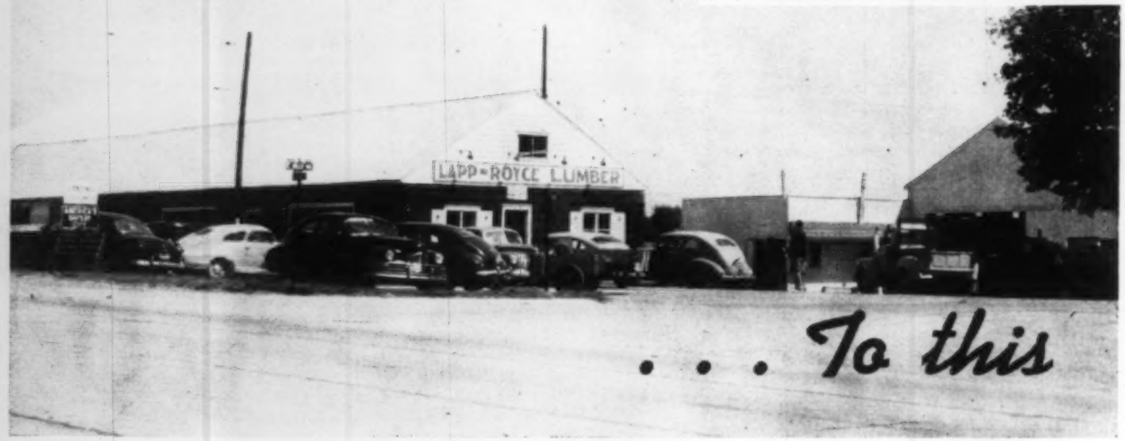
Mr. West, who joined RCA-Victor in 1930, served as the company's district manager at various locations including Philadelphia, Pittsburgh, New York, Cleveland and San Francisco until 1933 when he managed the RCA exhibit at the Chicago World's Fair.

After the fair he managed the Victor visual sound products department and in 1942 became manager of field sales. During the war he served in the RCA-Victor war contract service department, and in June 1945 became director of public relations.

He was elected vice president in charge of public relations in 1947 and vice president and director of public relations a few months ago.

From this . . .





. . . To this

. . . And Radio Made the Difference

LATE in the spring of 1948 two carpenters in Lansing, Mich., momentarily eased their physical labors as they surveyed the house they had built, wiped the perspiration from their brows and jointly arrived at a decision.

Although the spike and spokeshave were honorable enough tools, Claude Lapp and Rudy Royce decided that selling lumber might prove easier than driving nails through it. So they traded off their newly-constructed house for a broken down lumber yard and hoisted sign. They were in business.

For six months they had reason to question the wisdom of their decision, and the hammer and saw still loomed as symbols of security. But then their gross figure began to spiral as customers jammed their parking lot and orders clogged the spindle.

What caused the change?—During the seventh or "crucial" month, Dick Creamer, account executive at WILS Lansing, walked into the Lapp & Royce lumber shed with an idea. "A 12:30 noon newscast—15 minutes daily six days a week over our 1 kw station—would spark your lumber trading area into activity," Mr. Creamer told the two ex-carpenters. It did just that.

Within 23 months, Lapp & Royce has grown from a dilapidated shed to a sprawling acre of five buildings with an expansive lot of lumber, six trucks, 15 employes, and a plump $60,000 monthly gross, representing a six-fold increase over the figure on the firm's ledger after six months in business.

Actually the lumber firm spends only about $7,000 annually for advertising, but Messrs. Lapp and Royce prudently siphon off upwards of $5,000 on radio alone. The remainder is spent on newspapers, novelties (calendars, matchbooks, etc.), and general promotion.

Cite Business As 'Radio-Built'

The two lumbermen are enthusiastic in their references to a house that radio built almost single-handedly.

"We knew we had to do something to get the leanness out of our lumber business," Mr. Royce states, recalling the lean months. "The classified sections of the newspapers weren't bringing in enough general public business. When Dick Creamer offered us a potential of 450,000 people with WILS we were impressed but skeptical. Radio was new to us. But when we tried it, we were amazed.

"Our consumer business built up fast. The contractor business grew automatically as an indirect result. We found out that popularity with the man who has a screen door to fix or a dog coop to build is the most important thing in our business.

Mr. Creamer

Mr. Dillingham

* * *

"During our first broadcast, a lady called up. She placed an order for insulation before the first commercial had even been read. Naturally we developed a great immediate enthusiasm for radio."

Alex Dillingham, WILS program director, has handled the Lapp & Royce noontime news program since it went on the air Dec. 20, 1948. Copy is written by Landon Young, station's news director, and is a general world news summary built around a "local standpoint" format. Copy is kept fresh, new commercials are substituted every two weeks, and public service announcements are altered as new ideas arise.

Lapp & Royce commercial copy utilizes four different types of messages—special, seasonal, "appeal," and public service.

The lumber company has advertised ping pong tables, consultant services for building homes, doors for news homes, and a complete line of handsome brass and chrome door hardware. Its public service messages encourage the employment of physically handicapped veterans.

"On the special ads," Mr. Royce points out, "people often come in weeks after the broadcast and ask for the item."

Prestige Spots Pay Off in Sales

The two lumbermen, who still do business in their carpenters' work clothes to preserve the "informal touch," concede that they tried the public service motif as an experiment. But they feel that the prestige they build pays off in the long run, and they single out high sales figures the past six months to prove their point.

"We believe that the community consciousness a place of business reflects by sponsoring public service announcements builds a certain desirable opinion in the minds of the public toward the business," Mr. Lapp explains. "It doesn't show up too much on the sales ledger at first but eventually it becomes one of the biggest subconscious reasons people trade with you."

The partners like to hold up their prosperous lumber business as an example of a small business' success with radio. The company is located on a busy highway at the south city limits of Lansing. Four competitors maintain lumber yards nearby and, in all, 22 yards compete for the Lansing lumber trade. Yet, Lapp & Royce, the youngest of the lot, holds its own with the established leaders. It draws orders from the extreme perimeter fringe of the WILS 1 kw coverage area—as far as 70 miles away.

Messrs. Lapp and Royce have a theory on the successful use of radio.

"Let the radio bring customers into the place," they say. "After that it's up to us."

* * *

SMILES of Mr. Royce (l) and Mr. Lapp reflect their sales success.

Business of
Broadcasting

One of a Series

RADIO BILLS PEND

As Congress Recesses

BULK of major radio proposals pending in the 81st Congress was put aside for another day when war-weary legislators closed shop Sept. 23 for a two-month vacation ending Nov. 27.

Blessed as a peace-time lawmaking body at its birth, the 81st Congress soon fitted its legislating role to needs of a U. S. economy gearing for war and defense. With most of its time thus consumed, domestic issues, such as the Fair Deal program, were neglected and allowed to gather dust.

Some deadline actions by the Congress before its recess touched upon radio and TV. It passed an interim tax bill containing a 10% federal excise levy on TV sets at the manufacturing level and promising an excess profits tax in the near future; hammered through a Communist-control law restricting Communist "hidden" radio-TV sponsorship, and okayed funds to operate Voice of America at a record budget level (see separate stories this issue).

A dramatic moment came in the dead heat of summer when the hotly - disputed McFarland Bill (S 1973), which would realign FCC procedural-wise and impose deadlines on work schedules, was reclothed as an amendment to a House-passed bill. It was reported out of the Senate Commerce Committee and passed by the Senate which asked for a conference with the House.

McFarland Bill

But history was good at repeating itself in the McFarland Bill escapade. Possible quick passage again was blocked by House inaction on the measure. Refusing conference on the newly-approved measure, the House instead announced the opening of hearings by the Commerce Committee on S 1973. These have been held, but the Commerce radio subcommittee has been notoriously slow in getting around to clearing the bill.

On Capitol Hill, Sen. Ed C. Johnson (D-Col.), self-appointed Congressional guardian over the fate of the radio and television industry, again was pace setter in the communications field.

It was his committee which introduced a horse racing bill; under his leadership the President's reorganization plan for FCC, based on the Hoover recommendation, was killed in the Senate; under his prodding the color TV question was boosted a few rungs on the FCC's calendar.

The horse race bill (S 3358) was introduced in the Senate at the request of the Justice Dept. It would have banned interstate transmission of gambling information and was directed against the flow of horse racing results over radio and television.

An FCC substitute bill was drawn up and submitted which was not as all-encompassing as the Justice Dept. proposal and which concentrated on the transmission of information on bets, odds, or prices paid in betting on sports events.

Sen. Johnson's interest continued around such thorny issues as the clear channel case, color TV, realignment of FCC's procedural methods and liquor advertising on radio and television. Since 1949, Sen. Johnson has taken the position of urging FCC to lift the TV freeze, open up UHF channels to prevent monopoly, and explore color television as an economic reality.

The Coloradan also has fought for the break down of clear channels and maintenance of the power ceiling at 50 kw for stations in the AM band from 540 kc to 1600 kc. Sen. Johnson still has pending a bill (S 491) to break down clears. A companion measure (HR 4004) still is in the House.

All of these bills—the FCC procedural bill, the clear channel measure, licensing of networks (Sheppard Bill and Sadowski proposal), etc.—will die automatically at the end of the year. As it is doubtful whether anything will be done in the radio field on Capitol Hill this November-December when the second session will sit as a "lame duck" Congress, these proposals and other recommendations will have to be reintroduced formally when the 82d Congress convenes.

Langer Bill Killed

The first attempt in the Senate Commerce Committee to clear the Langer liquor bill (S 1847) which would have prohibited the advertising in interstate commerce of alcoholic beverages fell short of its mark [BROADCASTING, March 17]; a second attempt was killed for the remainder of the 81st Congress' life.

An overwhelming objection voiced by radio industry spokesmen and by some Senators, including Sen. Johnson, called the death knell for President Truman's proposal to reorganize the FCC. Among the highpoints of this plan was to have been the centralization of the administrative power in the hands of the Chairman. Following an unfavorable report by the Senate Commerce Committee, the Senate turned thumbs down on the recommendation [BROADCASTING, May 22].

Significant communications actions by the 81st Congress included the following:

- Tacking on a radio-TV label for Communist sponsored programs to the Communist control law.
- Introduction of bills (S 4162, HR 9689) to implement President Truman's U. S. Civil Defense plan which designates communications, particularly radio and TV, as the "nerve system of civil defense" [BROADCASTING, Sept. 25].
- Passage of a satisfactory operating budget for FCC.
- Record increase of funds, nearly $60 million, for Voice of America alone.

The question of applying a 10% federal excise tax to TV sets at the manufacturing level was opened by the Administration early in the year but failed to weather a storm of protest stirred in House committee rooms. Industry spokesmen, such as the RTMA, virulently opposed the proposed tax. Later, as the need for new revenue became

(Continued on page 92)

NARBA JOCKEYING

U. S. Clears in Focal Point

RIGHTS on U. S. 1-A clear channels—two in particular—appeared to be the focal points of attention last week as NARBA nations jockeyed for position before the beginning of detailed negotiations for a new North American AM agreement.

The two U. S. clears which commanded most speculation were 660 kc (on which WNBC New York is dominant) and 880 kc (WCBS New York).

If a new NARBA is to be evolved which will meet the expressed and implied demands of at least three of the seven NARBA signatories—other than the U. S.—some observers felt it would involve concessions on one or both of these U. S. 1-A's.

The week's developments deepened the pessimism of U. S. authorities already pessimistic for the outcome of the conference, which has been in progress in Washington since Sept. 6 but thus far has hardly passed the perimeter stages of negotiations.

It was insisted, however, that if U. S. concessions are necessary to reach an agreement, then there must be reciprocal concessions in which the other nations will accept strict engineering standards and assure firm protection to other basic U. S. interests.

Cuba's formal list of proposed Cuban allocations included rights to use 660 kc at Havana with 5 kw directionalized [BROADCASTING, Sept. 25]. The Bahamas-Jamaica increased their joint request from two channels to three, continuing to list both 660 and 880 kc among the frequencies they wanted to be considered. Both frequencies were presumed to be among those the Mexican delegation had in mind in asking for two additional channels below 1000 kc aside from 540 kc, the new broadcast frequency, which Mexico already is using.

Mexico's statement of general requirements, transmitted by Chairman Miguel Espejel of the Mexican delegation, mentioned specific frequencies only in a few instances.

The statement, however, reduced Mexico's original request from four additional channels below 1000 kc to three channels, including 540 kc. Mexico offered to give up rights on 1220 kc upon acceptance of her proposal.

Mexican Statement

The Mexican statement asked that an agreement be reached which will permit her to operate a 1-B station on 1550 kc at Nuevo Laredo—where she operated XENT on that frequency for some time before taking it off the air a few weeks ago following repeated Congressional and State Dept. protests. The Nuevo Laredo assignment is for 1140 kc, which Mexico proposes to operate south of the 22d parallel.

Mexico also indicated an unwillingness to participate in the North American Regional Broadcasting Engineering Committee, NARBA's technical information agency, under the formula provided for it in the NARBA which expired March 29, 1949. A juridical subcommittee was assigned to study the question in search for an acceptable solution.

Mexican "requirements" also included "greater facilities for night service for several stations in Class 1-B and 2 which operate in channels intended for those classes of stations and in which Mexico has a recognized priority"; and revision of radiation standards for "certain stations" in other countries which "excessively restrict" Mexican stations or limit the assignment of new stations.

In addition to 1540 kc, used by ZNS Nassau with 5 kw, the Bahamas-Jamaica asked for three frequencies to accommodate 5 kw stations at Kingston, Mantego Bay, and North Coast in Jamaica, which now has no stations. Frequencies mentioned "as a basis for discussion" were the following U. S. 1-A's:

660 kc (WNBC); 700 kc (WLW Cincinnati); 720 kc (WGN Chicago); 880 kc (WCBS); 890 kc (WENR-WLS Chicago); 1020 kc (KDKA Pittsburgh), and 1040 kc (WHO Des Moines), plus the 940 kc Mexican-Canadian 1-A channel.

The Cuban list, submitted Sept. 22, hewed close to the line of her final offer at the unsuccessful U. S.-Cuban sessions in Havana early this year, but added requests for rights on three U. S. 1-A's not mentioned at Havana though currently in use by Cuba: 660 kc; 770 kc (WJZ New York), and 780 kc (WBBM Chicago), in addition to 640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis), which were included in the Havana list.

XUM

ANA Muffles Rate Cut

(Continued from page 26)

newspapers, premised upon increased operating costs, rather than the traditional circulation increase factor, were taken into account. Several speakers noted that TV has hit the printed media too, and that it is having an effect on all advertising fronts.

One ANA member, a substantial radio and TV user, said that rate cuts in any medium seldom occur until a year or two after the "agitation" has started. He thought nothing would come of the original ANA project, which sought to justify 14.9% rate cuts for Class A time on NBC and CBS, and which cited cuts as deep as 55% in evening rates in certain markets where TV competition is most rigorous.

Increased tune-in on radio resulting from the war emergency, as well as increased operating overhead and the force of statistical facts developed since the ANA committee onslaught last July, have converged to bring about virtual abandonment of the campaign at this time, it was indicated.

Backs Ad Council

Stuart Peabody of the Borden Co., and a prime mover in the Advertising Council, urged advertisers to refer to the Council all requests for space and time from public service organizations. He said duplicate requests thereby are screened and unworthy causes eliminated. He praised the Ad Council's work on all fronts.

Bernard C. (Ben) Duffy, president of BBDO, noted while speaking at the opening session Monday morning that the problem of media costs is "most important" because 85% of advertising is concerned with media, 15% with production. "Media problems are infinitely more complex because of the advent of radio and television," Mr. Duffy claimed.

Indirectly, video has made the media picture more costly and complex, he charged, explaining that the cost of each medium influences all the others. Referring to the television freeze, Mr. Duffy said the FCC "has done the publications business and advertising in general a great disservice, creating a monopoly in one-station markets and keeping shows from the public."

Pointing out that 39% of the TV stations now in operation are in single-station areas, Mr. Duffy said the result is that stations cannot fill demands for time and TV costs are "out of line."

'Artificial Time Costs'

Such creation of "artifical time costs" has an ultimate effect of "loss" to other groups—station owners, manufacturers, dealers, advertising and the public. Advertising will "have to decide if the results justify paying out-of-line costs." BBDO's president noted that the present sales impact effected by video is also "out of line," because the medium hasn't settled down to a normal level, as have other media. "After the new toy stage, television will enter a competitive period, and will then have to be re-evaluated."

Mr. Duffy advocated adoption of a single standard of acceptable measurement for circulation, concluding that there is a "limited amount of information available" on which to base opinions. "Even though it is hard to get the facts, we can't speculate," he said.

His solution — cooperative research, combining efforts of agency, advertiser and media owners. "Advertisers should adopt a 'show-me' attitude, in their need for more factual justification for advertising procedure," he said.

Dr. Claude Robinson, president of Opinion Research Corp., reviewed four primary conclusions he has reached in impact studies. Explaining "How people are reacting to your advertising," he defined impact as a measure of the depth of impression which an advertisement makes on the mind of a person. Dr. Robinson said his study was devised to show: (1) registration of the advertiser's name, (2) of his message, and (3) acceptance of the advertiser's sales points or arguments.

ALBERT BROWN, vice president, Best Foods Inc., and new ANA chairman, presided at the Wednesday morning forum which had as its theme "Making Our Advertising and Public Relations Work at Maximum Effectiveness."

His conclusions as to audience behavior: (1) people are mentally lazy, and will not work to get an advertising message; (2) people are literal-minded, and will not take "flights of fancy" frequently required by advertisers; (3) advertisers must "never assume that people have very much knowledge about their particular product or institution;" (4) "people are more interested in their problems than those of others, and the 'you' principle is violated times without number in advertising."

Dr. Robinson expects the precedent of heavy institutional advertising campaigns to be followed again "in the current period of military emergency." His points on impact were designed to apply to product as well as to institutional advertising, "because both obey the general principles, although one sells ideas and the other sells goods."

The same responsibility by communications is seen by C. D. Jackson, publisher of *Fortune* magazine, who outlined its major challenge. Giving a progress report to the ANA on the September feature in *Fortune*, "Is Anybody Listening," Mr. Jackson termed the challenge one of presenting "our kind of a world so visibly and unquestionably better than any other world at all levels that we create cracks in the Communist empire."

He said, "We must show and explain, as well as produce and sell." Citing a need for an "atmosphere of knowledge, understanding, and, most of all, respect," Mr. Jackson said, "We stand a chance of losing our nation unless we do a better job of getting this atmosphere."

His suggestions: (1) create this atmosphere and eliminate the usual "I want to be loved" theme; (2) have business admit its failures ("I have yet to see business convey any impression that what it has done up to now is anything less than 100% perfect"), and (3) convey the right kind of information in advertisements, thereby taking the curse off the phrase, "free enterprise advertising."

Jackson Cites Voice

Referring to government, as well as private, communications, Mr. Jackson said the Voice of America "has a better chance of doing a job than ever before."

Bennett S. Chapple Jr., assistant vice president in charge of sales for U. S. Steel Corp. of Delaware, was another Monday speaker, asking delegates: "Has the current situation changed your advertising plans and how?" A Tuesday morning panel on establishment of an effective client-agency relationship featured Fairfax M. Cone, board chairman of Foote, Cone and Belding, outlining "How I would go about soliciting an account if I were an agency," and Harry J. Deines, general advertising manager, Westinghouse Electric Corp., "How I would solicit an account if

(Continued on page 34)

* * *

AGENCY-sponsor get together at the ANA meeting includes (l to r): Jeff Wade and Walter Wade, radio director and executive vice president, respectively, Wade Advertising, Chicago; James Witherell, research director, Russel M. Seeds Co., Chicago; William S. Cutchins, advertising manager, Brown & Williamson Tobacco Co., and Les Waddington, radio and television director, Miles Labs.

AT the ANA board reception Tuesday are (l to r): Andy Quale and Hugh Conklin, General Foods; D. H. O'Dell, assistant advertising director, General Motors; Hank Volle, advertising manager, A. E. Staley Mfg. Co.; Gerhard Exo, General Foods; William Brooks Smith, advertising director, Thomas J. Lipton, and chairman of the ANA Radio and Television Steering Committee.

WLEE

IN RICHMOND NOW

5000

WATTS

More power! More listeners! More value for every advertising dollar! Our success stories prove that WLEE has always produced fast, low-cost results for its advertisers. Now WLEE's new power gives a more dominant signal in Richmond, and brings in thousands of new listeners from outside the city. Results will be faster, more profitable than ever! Get the whole story from your Forjoe man today.

TOM TINSLEY: ***President*** • **IRVIN G. ABELOFF,** ***General Manager*** • **FORJOE & CO.,** ***Representatives***

RICHARDS' SUPPORT *Witnesses Pass 100 Mark*

THE PARADE of witnesses for G. A. (Dick) Richards in FCC's renewal hearing involving the station owner's news policies and the licenses of his stations passed the 100 mark last week, the 15th week since hearings started and the fourth since presentation of Mr. Richards' case was commenced.

Defense Counsel Joseph Burns indicated early in the week that approximately 75 witnesses remained to be heard, including 25 additional "reputation" witnesses, 30 who would deal with the public service activities of Mr. Richards and his KMPC Los Angeles; 10 to 15 former employes, and five to ten present employes.

Examiner James D. Cunningham, conducting the hearing, made clear that the list of "reputation" witnesses would have to be trimmed unless they are "very representative people in some civic capacity." FCC General Counsel Benedict P. Cottone, in charge of the Commission staff's presentation against Mr. Richards, charged at one point that KMPC was presenting "manufactured" testimony.

Mr. Richards, chief owner of KMPC, WGAR Cleveland, and WJR Detroit, has been accused of ordering newsmen to slant news according to his personal political and social beliefs. The hearing thus far has been held in Los Angeles, but may continue in Detroit and Cleveland as well as Washington—where, it was decided, testimony by E. Z. Dimitman on his analysis of KMPC newscasts will be received.

Mr. Cottone said that if counsel for Mr. Richards should present Mr. Dimitman's testimony at Detroit—where the hearing on Mr. Richards' proposal to set up a trusteeship for his stations is tentatively slated to start Oct. 15 [BROADCASTING, Sept. 25] — then cross-examination alone would consume a month.

The week's witnesses in behalf of Mr. Richards and KMPC included Rev. James W. Fifield Jr., minister of the First Congregational Church in Los Angeles and national director of the Spiritual Mobilization Movement, plus two rabbis, a priest, and a number of ministers and laymen representing several faiths in addition to professional men.

Rev. Mr. Fifield said he had known Mr. Richards for 13 years and characterized their friendship as akin to "love at first sight."

Mr. Richards, he said, "is entirely, unequivocally, insistently fair"—a "sterling character at heart" although "sometimes his mouth doesn't gear in with his heart." He said he had heard Mr. Richards say he wished the whole Jewish group would go to perdition, but that the station owner also spoke affectionately about his Jewish employes.

Program History

Dr. Fifield said the Spiritual Mobilization Movement's *Freedom Story* program, now released to 530 stations via transcription, originated on KMPC three years ago after discussions with Mr. Richards, "who had considerable experience in Detroit in developing programs of that kind."

Asked if he himself had not attacked FCC in a broadcast on KFAC Los Angeles because of the FCC investigation of Mr. Richards and KMPC, Dr. Fifield said he was "very critical of this proceeding," which "seems to me more like Russia than America, and that colors everything I say. It seems to me like an inquisition." He insisted that there was no indication "that free speech was ever curtailed over KMPC."

Mr. Cottone asked to see scripts of *Freedom Story* broadcasts and others given by Rev. Mr. Fifield and guests on KFAC, in the meantime reserving the right to cross-examine the minister further.

Rabbi Joseph Jasin, chaplin of the Jewish Committee for Personal Service, said he participated in the *Prayer for Peace* series on KMPC and testified that he did not recall hearing any criticism of the station's attitude toward Jewish persons or organizations. Dr. Warner Muir, pastor of Wilshire Christian Church in Los Angeles, said he had never heard of KMPC discriminating against any racial or religious group.

Others presenting testimony:

Sidney Brechner, sound effects engineer of WJR; Rabbi William Kramer of Temple Israel, Fontana, Calif., formerly of Cleveland; George J. Meyer, executive director of the Southern California Region, United Synagogues of America; Norman J. Rivkin, public relations director for the National Conference of Christians and Jews; Ira L. Cook, now a disc jockey, who broadcast news for a KMPC sponsor in 1940; Benny La Grasse, former KMPC musical director;

Howard Rhines, program manager of KFAC, formerly with KMPC for nine years; Kenneth Carey and Art Ballinger, former KMPC newscasters-announcers; Howard Flynn, chief announcer since October 1946; Mrs. Alice Taylor, manager of the Los Angeles Philharmonic Orchestra and Southern California Symphony Assn.; L. A. Fitzgerald, information service representative, West Coast Division of Veterans Administration; C. T. Pereira, interior decorator associated with various civic and fraternal organizations; Frank P. Doherty, owner of KRKD Los Angeles and widely known attorney; George Irwin, agency head, who presented material under subpena issued following his earlier appearance on the stand.

Vincent R. (Dick) Smith, partner in the firm of Smith & Bull Adv.; Rev. John Henry Engle of Crescent Heights Methodist Church in Los Angeles; Dr. James W. Bell of First Presbyterian Church; Francis L. McDonough, representing the Knights of Columbus; Father John Sheridan, who participated in a Knights of Columbus series on KMPC this year; Aid Kushner, trainer for the Detroit Lions professional football team during the period of its ownership by Mr. Richards; David Silverman, music librarian of WJR since 1936;

Hal Berger, sports director of Armed Forces Radio Service, who has been re-creating baseball games and handling other programs on KMPC since 1937; Norman Nesbitt, freelance announcer-newscaster; Grace Glasser, president of Glasser-Gailey Inc., Los Angeles advertising agency; Paul H. Helms, president of Helms Bakeries Inc.; Lloyd Doctor, Salvation Army public relations director; Mrs. Paul B. Handel, radio and television director for Los Angeles Girls Scouts; Robert J. Kelly, KMPC sports director since 1946; Paul Masterson, writer-actor on

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ANA Muffles Rate Cut

(Continued from page 32)

I were an agency." Effectiveness of copy was described by H. H. Haupt, vice president of BBDO, talking on "What the advertiser can do to help the agency produce the best copy," and John B. McLaughlin, advertising and sales promotion manager, Kraft Foods Co., "What the agency can do to get the most help from the advertiser."

The advertising follow-through was outlined by Clarence Goshorn, president of Benton & Bowles, "What should the advertiser expect from the agency in merchandising his advertising," and Robert J. Piggott, advertising manager, Grove Labs., "After the advertising and promotional campaign starts, what more should the agency do?" The agency and advertiser viewpoints regarding "How far does agency responsibility go in terms of building and maintaining company brands and reputation," were subjects of Leo Nejelski, president of the company of the same name, and John V. Sandberg, vice president of the Pepsodent Division of Lever Bros.

Agency Responsibility

Leo Burnett, president of the Chicago agency of that name, described "The responsibilities and opportunities of the advertising agency for effective merchandising at the retail level." A panel on "What happens when you go all-out advertising-wise" included Dr. Henry C. Link, vice president, The Psychological Corp., asking questions of Herbert L. Baldwin, vice president and director of research of Fletcher D. Richards Inc., and Miss Virginia Fairfield and Thomas H. Young, advertising director, U. S. Rubber.

The concluding address of the three-day session was delivered by Secretary of Commerce Charles Sawyer, speaking on "Mobilizing Industry for Defense," Wednesday afternoon. That morning, Samuel C. Gale, vice president of General Mills and Advertising Council chairman, forecast responsibilities and opportunities for business and advertising in "Guns *and* Butter."

The annual ANA dinner Tuesday evening was headlined by Brig. Gen. Frank L. Howley, speaking on Russian Communism.

NAB WORK *Back Legislative Plans Locally, Quarton Tells Dist. 12*

BROADCASTERS should work "at the local level" on behalf of the NAB's legislative policies, NAB District 12 delegates were told Thursday at the opening of their two-day meeting by William E. Quarton, WMT Cedar Rapids, Iowa, district director.

Mr. Quarton presided at the sessions, held at the Chase Hotel, St. Louis. He commended NAB's "perfect record" in the legislative field, observing that no adverse legislation has been passed in recent years.

While NAB covers the Washington front effectively and can alert the field, he said, members can give effective support by contacting locally their legislative representatives. Individuals and groups should make personal calls and write letters at appropriate times, he said.

Defense Activities Outlined

NAB President Justin Miller described NAB's activities in the defense emergency. He said the new defense bulletin, published for the first time last Monday, had been well received at the White House. Ralph W. Hardy, NAB government relations director, made the NAB membership film presentation Thursday and reported on department activities.

Richard P. Doherty, NAB employe-employer relations director, was introduced by Chet L. Thomas, KXOK St. Louis, member of the former NAB Employe-Employer Relations Committee. Mr. Doherty advised members and non-members to begin studying jobs in organizations for proper integration.

"You can't possibly do this overnight," Mr. Doherty warned. He urged fusion of sales and program efforts and commented that some salesmen don't even know what is in their transcription library.

In referring to the NAB board's Broadcast Advertising Bureau Committee, which is working out plans for a super-BAB, Mr. Quarton called for industry unity. He said Assn. of National Advertisers "has singled us out as the easy mark among advertising media."

Lee Hart, BAB assistant director, presented the BAB film, "How to Pick a Winner." She was to conduct a retailing clinic Friday.

William E. Ware, KSTL St. Louis, was named chairman of the resolutions committee, which was to submit recommendations Friday.

A WGN Advertiser's Story...

One advertiser on WGN reaches more homes each week than any Chicago independent station reaches in their entire broadcast week . . . except one.*

This advertiser, sponsoring several broadcasts a week, reaches an average of 1,533,000 different radio homes per week.**

This is another illustration of WGN's great power in the middlewest. It shows why advertisers who want to sell the middlewestern market place their business on WGN . . . still reaching more homes each week than any other Chicago station.

*Nielsen Annual Report — February-March, 1950

**Nielsen Special Report — February-March, 1950

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Veterans of

AT THE SOURCE O

While on a reporting tour of the Waegwan front, **HUGH BAILLIE,** left, president of the United Press, chats with Gen. Carl Spaatz, formerly Air Force chief of staff and now a Newsweek correspondent. Baillie is the first news service head to go to Korea, and was the only one in the field during World War II. He covered campaigns in North Africa, Sicily, France and Germany.

JACK JAMES, in cap, who scored a world-beat for United Press on the start of the Korean war, learns from M/Sgt. Clyde Shoat, of the U. S. 25th Division, how a 75 mm. recoilless rifle works. As an anti-submarine patrol pilot for the Naval Air Corps during the last world war, James was on duty over the Atlantic.

One of U. P.'s specialists in news for the Far East, **GENE SYMONDS,** right, hears the report of two U. S. Army fliers, just returned from a raid on the North Koreans' supply lines, on the results of their missions and the experiences they met.

United Press correspondent **ROBERT C. MILLER** waits to hitch a ride to the front lines guarding the U. N. beachhead in Korea. From Guadalcanal to Verdun, Miller reported the wars against Japan and Germany, later covered fighting in Palestine, Greece and India.

UNITED PRESS

THE WORLD'S BEST COVERAGE OF THE WO

Combat

CE OF THE NEWS

U. P.'s **H. D. QUIGG**, atop an American tank, gets a human-interest story from its crew, following fighting to protect Pusan. Quigg covered three years of the war against the Japanese. He was with MacArthur's forces all the way from New Guinea to Japan.

U. P. correspondent **RALPH TEATSORTH** gets a story from a wounded North Korean soldier captured in the Taegu area. Teatsorth reported the entire U. S. campaign in the Pacific from Australia to Luzon. He suspended his activities as U. P. manager in the Philippines to cover the war in Korea.

U. P. Manager for Japan **EARNEST HOBERECHT**, center, before taking off from Tokyo to the Korean front with Gen. MacArthur, listens to the U. S. war chief's instructions to his aide, Col. Larry Bunker. In the background is Maj. Anthony Storey, pilot. Hoberecht was a reporter in the Pacific from Pearl Harbor to the occupation of Japan.

BASE OPERATIONS

At an advanced air base in Korea, **RUTHERFORD POATS**, of U. P., sends a carrier pigeon on its way to Japan with a dispatch already filed for field-radio transmission, which at times is uncertain. As a U. S. infantry officer, Poats served for two years in the Pacific theatre during World War II.

(UP)

WORLD'S BIGGEST NEWS

XUM

ACTION ON MANPOWER *Urged by Dist. 1*

AROUSED OVER an "acute manpower situation," NAB's District 11 Tuesday unanimously adopted a resolution calling on the NAB board to explore the possibility of reinstatement of World War II provisions allowing use of transmitter operators holding restricted licenses.

The resolution came at the end of two days of meetings at Hotel St. Paul, St. Paul, attended by more than 70 association members from all sections of Minnesota and North and South Dakota. Presiding at the sessions was John F. Meagher, KYSM Mankate, district director.

On Monday the district unanimously endorsed an enlarged Broadcast Advertising Bureau on motion of Lee Whiting, KEYD Minneapolis, seconded by Robert Tincher, WNAX Yankton, S. D. Previously, Charles C. Caley, WMBD Peoria, District 9 NAB director and member of the NAB board's BAB committee, had termed the broadcasting industry "slightly neurotic."

"Let's stop worrying and go out and sell," he urged. "Let's come out fighting."

Mr. Caley asserted broadcasters are giving far too much for the money. He suggested they look at their costs of five years ago and compare them with those of today.

"Are your rates commensurate with your increased operating expenses?" he asked.

Super-BAB Advocates

Strong advocates of the super-BAB resolution were Odin S. Ramsland, KDAL Duluth; Wallace E. Stone, KILO Grand Forks, N. D., and Miller C. Robertson, KSTP Minneapolis-St. Paul. Mr. Ramsland commended the five-man BAB committee for a "well thought out plan," and Mr. Stone observed "there is no alternative but to go ahead."

Mr. Robertson, who had introduced the District 9 director, charged that broadcasters are "string-savers."

"We've been cutting off the dog's tail an inch at a time so it won't hurt," he quipped. "Let's go all out this time."

Before the resolution was put to a vote, however, Mr. Ramsland received assurances from Mr. Caley that the plan for an improved BAB did not embrace television stations. BAB may go into television sales at a future date when it is equipped to promote the medium, he said.

Other speakers on the two-day program included NAB President Justin Miller, who alerted broadcasters as to implications of current NARBA developments and forecast that the present international state of affairs will continue for an indefinite period. He spoke of "deterioration of free broadcasting" in Latin America at a

(Continued on page 74)

DELEGATES at NAB District 11 meeting (l to r): Seated, Harry Linder, KWLM Willmar, Minn.; John F. Meagher, KYSM Mankato, Minn., district director; Kenneth M. Hance, KSTP Minneapolis-St. Paul; standing, Orville Lawson, Orville Lawson Assoc., Minneapolis; Lee Whiting, KEYD Minneapolis; F. Van Konynenburg, WTCN Minneapolis; William Young, Lang-Worth Transcriptions, New York.

NAB GROUP at St. Paul (l to r): Seated, Ed Steeves, United Press, Minneapolis; Robert Tincher, WNAX Yankton, S. D.; Carl Bloomquist, WEVE Eveleth, Minn.; standing, Wallace E. Stone, KILO Grand Forks, N. D.; Robert B. Ridder, WTCN Minneapolis; Harry Peck, WDGY Minneapolis; Harry Hyett, WEAU Eau Claire, Wis.; Walter Bruzek, KLER Rochester, Minn.

* * *

SEXTET at St. Paul NAB session (l to r): L. L. McCurnin, KAUS Austin, Minn.; Harold Murphy, Blackburn-Hamilton Co., Chicago; Dalton A. Le Masurier, KDAL Duluth; M. M. Marget, KVOX Moorhead, Minn.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Odin S. Ramsland, KDAL.

District 11 Registration

Batson, Charles, NAB, Washington; Bloomquist, Carl, WEVE Eveleth, Minn.; Boler, John W., KCJB Minot, N. D.; Brataas, Jerry, KROC Rochester; Brooks, George, KDIX Dickinson, N. D.; Bruzek, Walter, KLER Rochester; Burda, Orville, KDIX Dickinson, N. D.; Burton, Robert J., BMI, New York; Caley, Charles C., WMBD Peoria, Ill.; Clark, George W., KYSM Mankato, Minn.; Clark, Paul, RCA, Chicago; Clayton, Donn, KSJB Jamestown, N. D.; Dell, Harold, KGDE Fergus Falls, Minn.; Doherty, Richard P., NAB, Washington; Dragston, Palmer, KDHL Faribault, Minn.; Dunn, Jack, WDAY Fargo, N. D.; Fantle, S., KELO Sioux Falls; Fick, Robert, KLER Rochester; Fitzsimonds, F. E., KFYR Bismarck; Gentling, G. David, KROC Rochester; Gill, Jerry, Associated Press, Omaha; Gravel, Hugh, World Broadcasting System, New York; Gussner, Paul C., KGCU Mandan, N. D.

Hagenah, Gus, Standard Radio, Chicago; Hart, Lee, BAB, New York; Henkin, Morton, KSOO Sioux Falls; Hance, K. M., KSTP Minneapolis-St. Paul; Hyett, Harry, WEAU Eau Claire; Kennedy, Robert D., KBZY Grand Rapids; King, J. R., WREX Duluth; Konynenburg, F. Van, WTCN Minneapolis-St. Paul; Lawson, Orville, Orville Lawson Assoc., Minneapolis; Lee, Herbert H., KDHL Faribault, Minn.; Le Masurier, Dalton, KDAL Duluth; Linder, Harry, KWLM Willmar, Minn.; Marget, Manny, KVOX Moorhead, Minn.; Marsh, Ken, KWNO Winona, Minn.; McKnight, J. T., KVOX Moorhead, Minn.; Meagher, John F., KYSM Mankato, Minn.; Miller, Justin, NAB, Washington; Murphy, Harold, Blackburn-Hamilton Co., Chicago; Nickels, J. L., RCA, Chicago; Parker, Kenneth, SESAC, New York; Peck, Harry, WDGY Minneapolis; Peterson, Oscar, WMFG Hibbing, Minn.

Ramsland, Odin S., KDAL Duluth; Reilly, Bill, RCA Thesaurus, Chicago; Richards, Robert K., NAB, Washington; Ridder, R. B., WTCN Minneapolis; Robertson, Miller C., KSTP Minneapolis-St. Paul; Rogers, Dave, RCA Thesaurus; Russell, W. B., KGCU Mandan, N. D.; Schilplin, F. C., KFAM St. Cloud, Minn.; Shields, A. T., WLDY Ladysmith, Wis.; Smith, Cal, KROC Rochester, Minn.; Sorensen, Loran, Music Corp. of America, Minneapolis; Spear, E. A., KDIX Dickinson, N. D.; Staley, M. F., KIJV Huron, S. D.; Steeves, Ed, United Press, Minneapolis; Stone, Wallace E., KILO Grand Forks, N. D.; Sullivan, D. D., WNAX Yankton, S. D.; Squire, Burt, BMI, Chicago.

Tincher, Robert, WNAX Yankton, S. D.; Thompson, Bill, BROADCASTING, Chicago; Vann, Anson, KATE Albert Lea, Minn.; Whiting, Lee, and Winther, Harold, KEYD Minneapolis; Wickels, J. L., RCA, Chicago; Whitman, Stan, Gates Radio Co., Quincy, Ill.; Wolf, George, KATE Albert Lea, Minn.; Wood, Patricia, KVOX Moorhead, Minn.; Young, William, Lang-Worth Transcriptions, New York.

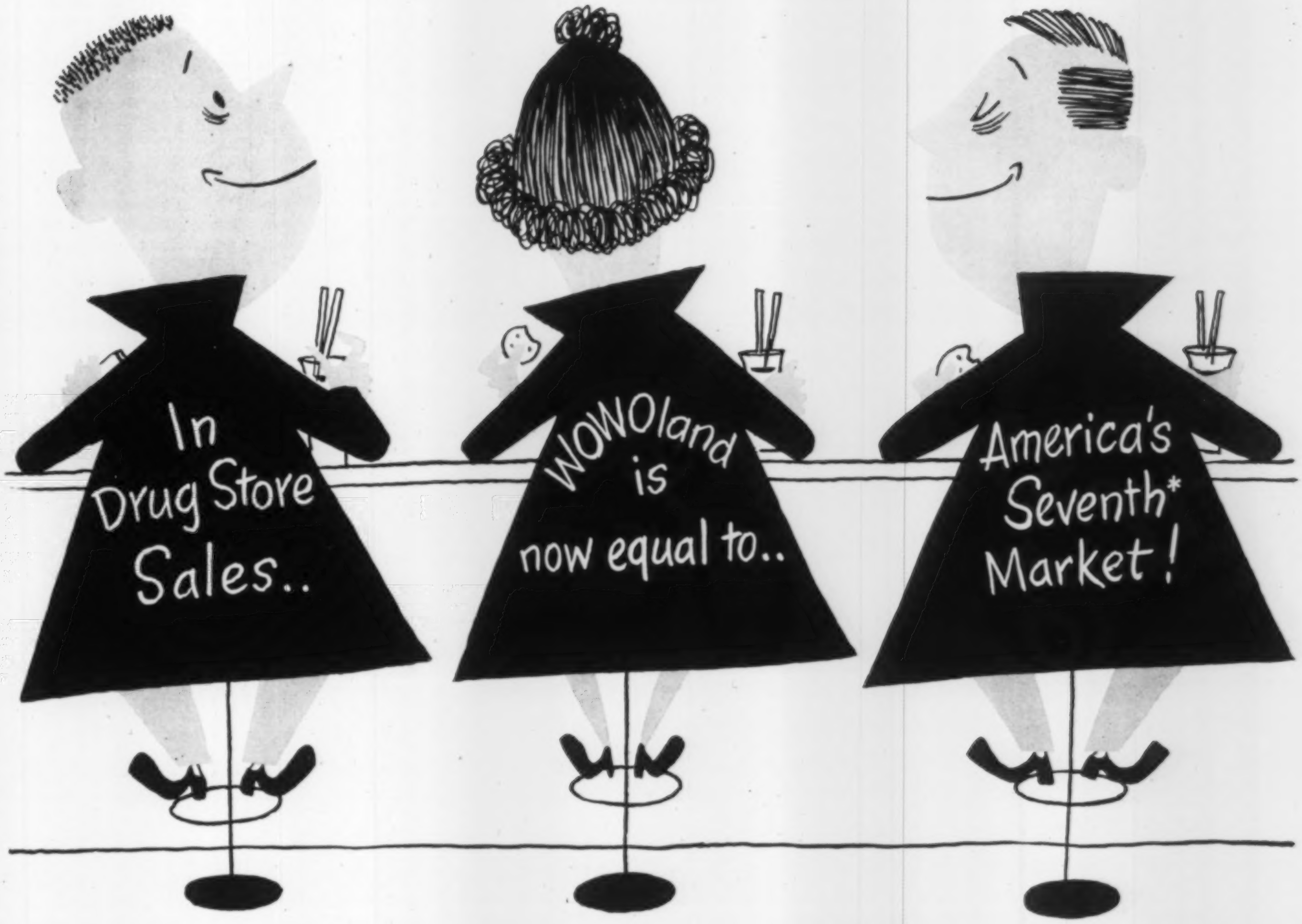
FTC POST

Spingarn Appointment Seen

A RECESS appointment for Stephen J. Spingarn, who serves as special assistant to the President, to the Federal Trade Commission for an unexpired seven-year term ending Sept. 25, 1953, was strongly indicated last week in White House circles. He would succeed the late Ewen L. Davis.

Mr. Spingarn's nomination to FTC was submitted to the Senate by President Truman Sept. 22, before Congress recessed. Inasmuch as the recess will exceed the customary 30-day lapse, the President would be required to resubmit the nomination when the Senate again reconvenes. In the interim, Mr. Truman probably will give Mr. Spingarn a temporary appointment. The Senate then would have to act on the nomination within a 40-day period.

XUM


In Drug Store Sales..
WOWOland is now equal to..
America's Seventh* Market!

Almost two million people now dwell in a 49-county Midwestern market that just can't be reached effectively by any single medium other than WOWO!

With this big population, drug sales are naturally in a high bracket. And in food sales, WOWOland is now equal to the nation's 6th market. In sales of furniture, general merchandise, and household goods, WOWOland is now equal to America's 8th market!

Any way you look at it, the area you can reach via WOWO is one of the country's **top ten markets.** If WOWO isn't already on your schedule, better call in the man from Free & Peters now!

WOWO FORT WAYNE

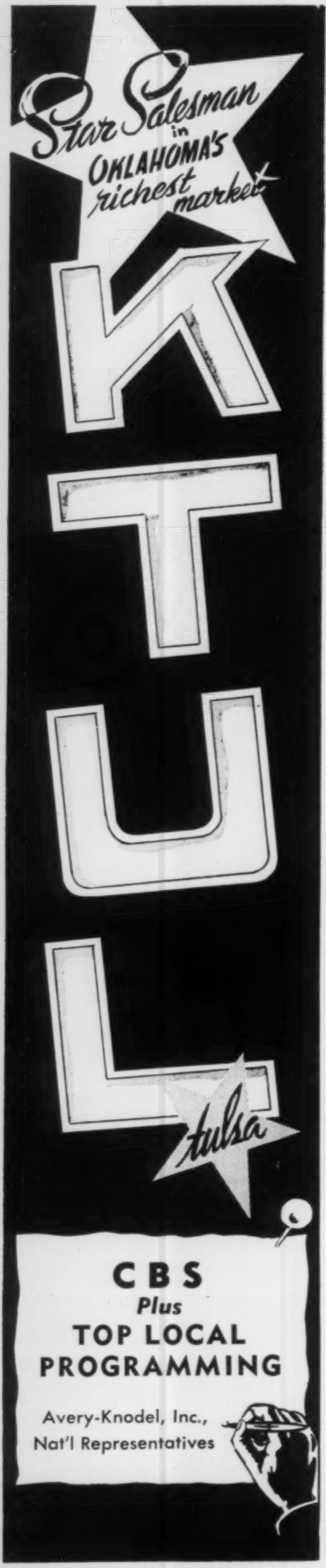
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

*Among the 200 leading cities of the U.S.A.



NORMAL BUSINESS PAST Sawyer Tells ANA

PERIOD of complacency and so-called normalcy is a thing of the past for the American businessman, Secretary of Commerce Charles Sawyer told national advertisers last Wednesday.

The cabinet member spoke at the 41st annual meeting of the Assn. of National Advertisers held in Chicago [see separate story]. It was Secretary Sawyer's second appearance as a keynote speaker this year before the advertisers, having been featured at the joint meeting of the ANA and the American Assn. of Advertising Agencies at the Greenbrier Hotel, White Sulphur Springs, W. Va., last spring [BROADCASTING, April 3].

Warns of Strain

As a businessman whose long experience includes ownership of two stations, WING Dayton and WIZE Springfield, Ohio, Secretary Sawyer warned that the U. S. is embarked upon a program "which will put critical strains upon our domestic economy."

He predicted serious shortages, heavy taxes, and problems of inflation which "will tax our ingenuity and self-control and strength to the utmost; and this will go on for years."

The "unrealistic" approach, Secretary Sawyer said, is to assume that when the problems faced in Korea are at an end "we can then go back to business as usual."

In mobilizing for defense, the Secretary noted that the U. S. has at hand a number of encouraging factors such as the size of the "gross national product," diversity of employment, plant location and sources of supply, expanding synthetic rubber production, oil reserves, superior transportation system, expanded plant capacity, etc.

But, he warned, there are "grim problems" facing mobilization planners, such as shortages of critical materials with no relief in sight and reason to believe that many of them will grow.

Primary Purpose Cited

Pointing out that the Commerce Dept. has been delegated allocation, priority and requisitioning powers over many key materials and commodities by President Truman under authority of the Defense Production Act, Secretary Sawyer noted that a fundamental objective is to increase the supply of needed materials.

"We are not satisfied with present supplies, and are acquainting industry with that fact. We want a continually greater supply of every strategic material, so that we will have not only enough, but more than enough, of what we need."

Imposition of controls on prices and wages will come, the Secretary said, if other means to combat inflationary pressures on the economy fail.

Mr. SAWYER

* * *

VOICE MAIL

Barrett Cites Audience Pull

MAIL PULL from listeners behind the iron curtain and other world audiences nets Voice of America as many as 29,000 letters a month, according to Edward W. Barrett, Assistant Secretary of State for Public Affairs.

This estimate and other pertinent data were revealed in correspondence between Mr. Barrett and Reps. Thomas S. Gordon (D-Ill.) and Jacob K. Javits (D-N. Y.). The exchange of letters was made public in the past fortnight.

Mr. Barrett's comments involved Rep. Gordon's participation in a special Voice broadcast to Poland Aug. 15. It commemorated the Miracle on the Vistula—recognized as a national holiday in Poland prior to the Communist coup. Rep. Gordon had reported a substantial mail response.

This, Mr. Barrett said, "typifies the reaction of people behind the iron curtain to the Voice of America broadcasts (who) look to us for the truth and, despite the risks usually involved, often try to express their thanks for our broadcasts."

World Sound Series

WORLD Sound Co. Inc., Philadelphia, has announced a new series of tape-recorded programs. These include 12-minute open-end recordings of Quentin Reynolds reviewing world news, Red Smith with sport news and Maj. Gen. Pat Casey discussing military developments. In announcing the series, World Sound said it was decided to use tape instead of disc due to the speed of duplication and the feeling that a sufficient number of radio stations now have tape equipment to justify the firm's entrance into this field.

HALF-hour documentary, *The Big Lie*, presented by WCCO Minneapolis in behalf of Crusade for Freedom drive in Northwest.

MOBILE STATION

RCA Sends Unit to Korea

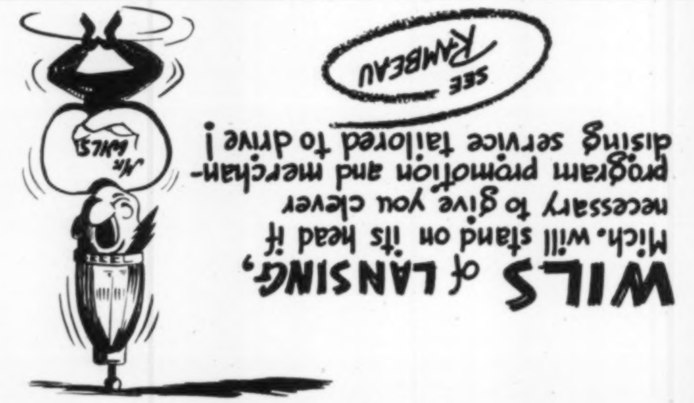
RCA COMMUNICATIONS Inc. has assembled and sent to the Korean fighting front a complete mobile radio communications station, according to Harry C. Ingles, president.

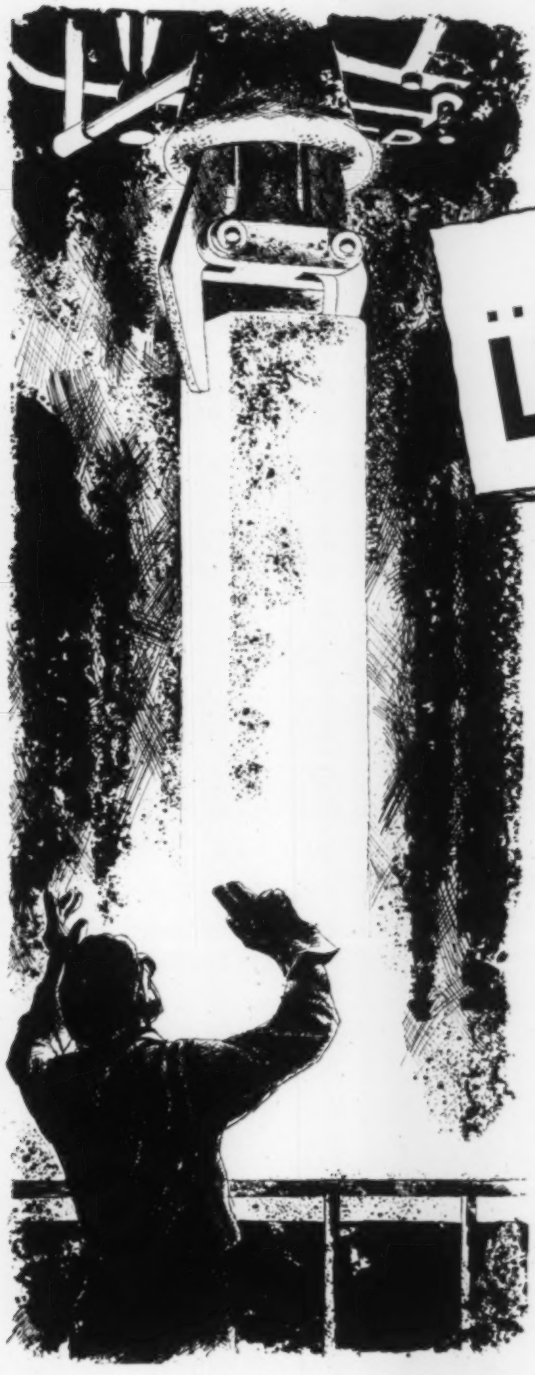
Mr. Ingles said operation of the Korean RCA station will ease the burden of Army communications and also enable men with front line forces to communicate with their families by direct radio-telegraph service.

Housed in Army-type trucks and trailers, the unit was assembled at the request of the U. S. armed services. It includes facilities for radio-telegraph, radio-photo and voice program service, as well as regular telegraph service.

British Radio Meet

A BROADCASTING conference of nations of the British Commonwealth is to be held sometime in 1952, according to an announcement made at London. Canadian Broadcasting Corp., as government-owned operator, and Radio Branch, Dept. of Transport, Ottawa, are expected to attend.


WILS of LANSING, Mich. will stand on its head if necessary to give you clever program promotion and merchandising service tailored to drive!
SEE RAMBEAU
Mr. WILS

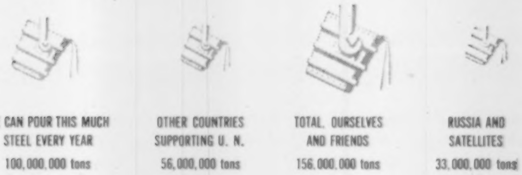


. . . this is the stuff that Liberty is made of

An ingot comes from a soaking pit at about 2200 degrees.

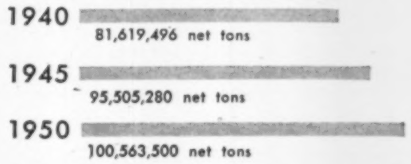
See that giant hunk of glowing steel? It is very, very important to you and to those you love. In the modern world, steel is the stuff that helps protect your liberty and your life.

The Reds have only 1/3 as much steel as Americans have, only 1/5 as much as the countries supporting the U. N. . . . . But the Communists are trying to build their pot of steel into world domination. Do you think they can do it?



Do you think Russia can catch up? It stands to reason that the Reds are straining to do it, but they can't. Do you know why?

Russia relies on government planning to catch up with us. America relies on the individual hustle of its people. To outsiders, Americans seem disorganized, but they get things done. Hustling for production made the American steel industry grow. It is still growing and will continue to grow as long as freedom to compete remains a basic principle of American life.



BUILDING OR PLANNED, MORE THAN 6,000,000 TONS NEW CAPACITY

AMERICA'S STEEL INDUSTRY

Greatest Industrial Triumph of Free Men

More than 200 companies make up the free and independent steel industry of America.

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE, NEW YORK 1, N. Y.

WCBS WBIG
IN GREENSBORO, N.C.

HOOPER RADIO AUDIENCE INDEX

SPRING 1950 CITY ZONE GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	WBIG	STATION "B"	STATION "C"
8:00 A.M.—12:00 N. Monday thru Friday	49.7	32.	8.1
12:00 N.—6:00 P.M. Monday thru Friday	39.2	28.3	16.1
6:00 P.M.—10:00 P.M. Sunday thru Saturday	52.4	18.3	13.2

WBIG

"The Prestige Station of the Carolinas"

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926
represented by Hollingbery

AIR RESERVE

Seeks Communication Men

APPOINTMENT of over 1,000 communications and electronics officers in the U. S. Air Force Reserve, most of them slated for active duty immediately, was sought in a special call issued Sept. 22 by Gen. Hoyt S. Vandenberg, USAF Chief of Staff.

Gen. Vandenberg said the appointments would serve to form an "available source" in this field of critical skills. Upon recall the reserve officers will be sent to Keesler Air Force Base in Biloxi, Miss., or Scott Air Force Base in Belleville, Ill., for 10 weeks of training to align their civilian experience with "immediate" needs of the service.

Outlining the requirements, the Air Force chief explained that to receive such a reserve appointment, an applicant must hold a (1) college degree in electrical, communications, radio, electronics or mechanical engineering, or (2) a bachelor of science degree with a major in electronics, radio, electricity or physics.

Additionally, applicants must have a minimum of one year of "responsible and appropriate experience" in radio, communications, electronics or other related fields, or must possess a masters degree or higher. College graduates without experience may enroll in the Air Force Officer Candidate School as staff sergeant and earn commissions in six months.

The announcement noted, however, that a doctors and masters degree in any fields will be considered equivalent to three years and one year of professional experience, respectively. Application forms, available at all USAF installations, may be submitted to the numbered area Air Force headquarters in the applicant's area.

Commissioned appointments will be made in grades commensurate with education and experience, with minimums of three years in the specialty for first lieutenant; seven for captain; 14 for major; 19 for lieutenant colonel; and 25 for colonel.

Human Rights Discs

OVER 1,000 radio stations have received without charge a series of dramatic radio programs on human rights problems in the United States, the National Commission for UNESCO reported in its weekly review released Saturday. Outstanding stars of radio, stage and screen took part in the production of 13 transcriptions. Titled *The New Frontier*, the series was produced by the Institute for Democratic Education, a non-profit foundation.

EQUIPTO, division Aurora Equipment Co., Aurora, Ill., produces new type divider for parts bins and drawers. Dividers being supplied in all firm's units.

KREMLIN CONCERTS

Voice Plans New Series

MUSIC frowned upon by the Kremlin is to be available to countries behind the iron curtain by Voice of America and broadcast in the U. S. by MBS, it has been disclosed.

The concert series will begin Oct. 22 and will be heard in Eastern cities 10-11 p.m. EST. The Russian-disapproved music, made up of works from various countries abroad, will be played by the Oklahoma Symphony Orchestra. Conductor Victor Allesandro worked with the State Dept. to obtain those works believed to be most representative of the particular country.

Meanwhile, Gen. Lucius D. Clay, national chairman of Crusade for Freedom, which operates Radio Free Europe, said that its broadcasts are proving successful.

Reason for his conclusion, Gen. Clay said, was the fact that Radio Moscow has given battle to Crusade's broadcasts beamed to Czechoslovakia. The new Moscow radio campaign, he said, was "designed to discredit such outstanding leaders of the Crusade as Gen. Dwight D. Eisenhower, Cardinal Spellman, William Green (AFL president) and Philip Murray (CIO president)."

WJW Cleveland's *Laugh Clinic* show offering breakfast to studio audience.

SOLD

PRODUCT:
Admiracion Shampoo

AGENCY:
Grey Advertising

CAMPAIGN:
Five Announcements Daily

BUYING NORFOLK?
ADD WLOW THRU
A FORJOE MAN!

WLOW
NORFOLK
VIRGINIA

Your best radio buy in Baltimore boomtown!

WCAO

"The Voice of Baltimore"

July 1950 Baltimore Index Figures at a Glance

(Corresponding Month of Preceding Year = 100)

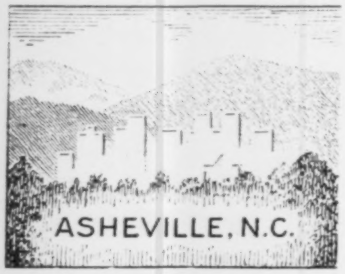
Industrial Employment *(Maryland)*	101.0
Building Permits, Baltimore City *(Dollars)*	176.3
Building Permits, Baltimore County *(Dollars)*	197.8
Department Store Sales *(Dollars)*	121.3
New Passenger Car Sales, Baltimore City and County	138.7
Freight Car Loadings	113.4

ask about availabilities!

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

No. 1 Quality Market*

*Sales Management Survey for 1950


ASHEVILLE, N.C.

In the South's No. 1 State

No. 1—Among major North Carolina cities in **Per Capita Retail Sales.**

No. 1—Among major North Carolina cities in **Per Capita Food Sales.**

No. 1—Among major North Carolina cities in **Per Capita Drug Sales.**

No. 1—Among major North Carolina cities in **Per Capita General Merchandise Sales.**

SELL this cosmopolitan-metropolitan market with Asheville's longest established, most-listened-to radio station WWNC. It's the sure, sales-tested way to reach this prosperous mountain empire.

570 KCS

WWNC

CBS AFFILIATE

WESTERN NORTH CAROLINA'S ONLY 5000 WATT DAY AND NIGHT STATION

HEADLEY-REED NATIONAL REPRESENTATIVE

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK AUG. 20-26, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(5.7)
1	4	Big Story (NBC)	10.8
2	5	Mr. District Attorney (NBC)	10.6
3	3	Mystery Theatre (CBS)	9.4
4		Life with Luigi (CBS)	9.0
5	11	Hollywood Star Playhouse (CBS)	8.9
6	14	Horace Heidt Show (CBS)	8.4
7	13	Satan's Waitin' (CBS)	8.3
8	9	Dr. Christian (CBS)	8.2
9	8	Richard Diamond (NBC)	8.1
10	2	Crime Photographer (CBS)	8.1
EVENING, MULTI-WEEKLY (Average For All Programs)			(2.7)
1	1	Long Ranger (NBC)	5.4
2	2	One Man's Family (NBC)	4.6
3	8	Larry Le Sueur (CBS)	4.0
WEEKDAY (Average For All Programs)			(4.1)
1	1	Ma Perkins (CBS)	8.4
2	2	Romance of Helen Trent (CBS)	7.2
3	4	Big Sister (CBS)	6.9
4	3	Our Gal, Sunday (CBS)	6.9
5	5	Guiding Light (CBS)	6.4
6	6	Aunt Jenny (CBS)	6.3
7	9	Wendy Warren (CBS)	6.2
8	16	Backstage Wife (NBC)	6.2
9	8	Right to Happiness (NBC)	5.9
10	10	Arthur Godfrey (Ligg. & Myers) (CBS)	5.9
DAY, SUNDAY (Average For All Programs)			(2.7)
1	1	True Detective Mysteries (MBS)	6.5
2	2	Shadow (MBS)	5.8
3	3	Martin Kane, Private Eye (MBS)	4.5
DAY, SATURDAY (Average For All Programs)			(4.7)
1	1	Stars Over Hollywood (CBS)	8.6
2	2	Armstrong Theatre (CBS)	7.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1950 by A. C. NIELSEN COMPANY

RADIO-TV SCENE

Textbook Analyzes Media

RADIO AND TELEVISION: AN INTRODUCTION. By Giraud Chester and Garnet R. Garrison. New York: Appleton-Century-Crofts Inc. 550 pp. $4.75.

SOCIAL aspects as well as the practical operation of radio and television are described in this volume, which integrates studio knowledge with the media's sociological import.

The authors, themselves, have wide background and experience from which to draw in compiling the book. Dr. Giraud Chester is an assistant professor of speech at Queens College. Garnet R. Garrison, formerly production director at NBC, is a professor of speech in charge of radio broadcasting and TV instruction at the U. of Michigan. He also is the university's director of television activities and coordinator of the joint Michigan U.-WWJ-TV Detroit adult education telecasts [TELECASTING, Sept. 18, Aug. 7].

Textbook Use

Designed for use as a textbook for colleges and universities which offer basic broadcasting courses in their curricula, the Garrison-Chester book attempts to explain the position of radio as a permanent fixture of the American social scene and television's advent.

Part I steps out from its initial study of broadcasting and society to such phases as growth of radio, recent development in radio-TV, entertainment and public service-information programming, function of FCC, stations and networks, advertisers and agencies, the listeners, public interest, self-regulation of broadcasting, comparative broadcasting systems and international broadcasting and propaganda.

In Part II, *Radio and Television* takes the student into the operational region of broadcasting. The authors discuss these "studio" phases: Inside the station, technical aspects of radio-television fundamentals, talking on the air, the announcer, announcements, different types of programs including news and sports, TV applications, the dramatic script, sound effects, acting, direction.

Part III takes in educational radio and TV, broadcasting as a career, standards of criticism. Scripts are reproduced, charts and tables, as well as illustrations also are presented.

NAEB SESSIONS

Hennock, Heslep to Attend

REPRESENTATIVES of at least 50 non-commercial U. S. and Canadian stations will attend the annual convention of the National Assn. of Educational Broadcasters at Lexington, Ky., Oct. 29-31, Elmer G. Sulzer, U. of Kentucky radio director and convention secretary, has announced.

Theme of the convention program will be the means of utilizing radio and television in education and other public services. Except for the opening session, slated for a Lexington hotel, all programs will be held on the university campus.

FCC Comr. Frieda Hennock will be a special guest during the sessions, over which Richard B. Hull of Iowa State College, NAEB president, will preside. Charter Heslep, chairman of the radio-TV section of the Atomic Energy Commission, is scheduled to serve as one of the convention speakers.

McDERMOTT MOVES

Dunning Heads INP Post

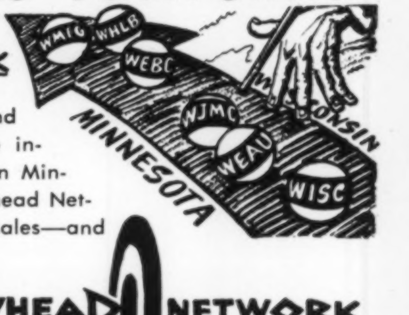
APPOINTMENTS of Jack C. McDermott as information officer of the U. S. embassy in London and of John L. Dunning as chief of the State Dept.'s International Press and Publications Division, succeeding Mr. McDermott, were announced by the State Dept. last Monday.

Mr. McDermott, who will leave for his new post sometime this month, has headed INP for the past two years. He joined the State Dept. in 1946 after wartime service with the Marine Corps in intelligence, photographic and public relations work. In 1933 Mr. McDermott entered the newspaper publishing field.

Mr. Dunning, associate chief of INP since 1948, came to the division in January 1946 as assistant chief after previous experience as radio news writer and editor for UP and wartime service with OWI. INP supplies press features to radio stations, newspapers and libraries through 125 overseas information centers.

EXCLUSIVE broadcast rights to Jr. Rose Bowl Game sponsored by Pasadena Jr. Chamber of Commerce obtained by Columbia Pacific Network.

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK



To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON Inc. Mpls.

ZENITH ANNOUNCES

2 Super-Sensitive FM-AM Radios

with Performance Superiority that makes Sales!

Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine FM can be. Truly . . . radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.

New Super-Medallion

Genuine Super-Sensitive Zenith-Armstrong FM plus Zenith Long Distance AM—automatic volume control—built-in Wavemagnet* and Light-Line Antenna—cabinet of beautiful maroon plastic with Roman Gold mesh grille and tuning indicator.

New Super-Triumph

The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.

Zenith is No. 1 for '51!

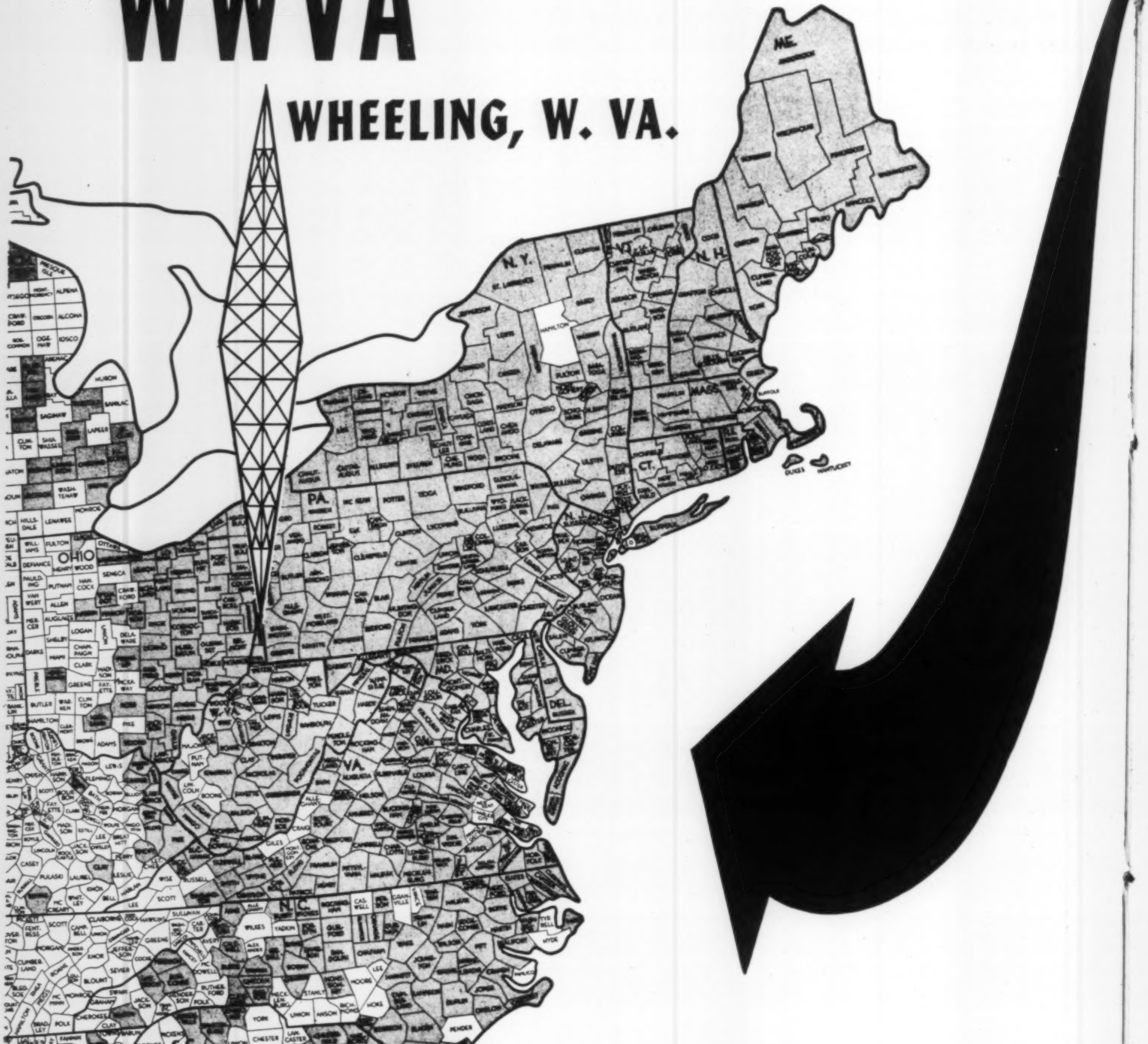
ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS
Over 30 Years of "Know-How" in Radionics Exclusively
ALSO MAKERS OF AMERICA'S FINEST HEARING AIDS

ZENITH
"LONG DISTANCE" RADIO
and TELEVISION
THE ROYALTY OF RADIO AND TELEVISION

ever hear of a o

WWVA

WHEELING, W. VA.


ME.
N.Y.
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MASS.
CT.
PA.
N.J.
OHIO
MD.
DEL.
W.VA.
VA.
N.C.
S.C.
GA.

ne-station net?

THIS LOOKS LIKE A NETWORK COVERAGE MAP ...BUT IT ISN'T!

Take another good look. This map represents some of the 577 counties from which 11,300 postcard responses were received in answer to just four announcements on a single WWVA Jamboree broadcast!

That, mister, is network-type response!

In fact, WWVA performs like a one-station net on Saturday nights when the Jamboree is aired to the more than six million people in this industrial heart of our nation, and the thousands more who live within the shaded portion of the map.

You see, WWVA is the kind of a station people *enjoy* listening to. Take this WWVA Jamboree, for example. What kind of entertainment is it? Well, it's *music:* the love songs, the work songs, the laments of the railroader, the miner, the homesteader, the worker in the mills and in the fields. It is *comedy:* simple, earthy, spontaneous. It is *philosophy:* home-spun, sincere, sensible.

It represents, in fact, the basic philosophy of programming that is typical of all seven Fort Industry stations in each of the seven markets where they are located. Their's is *always* a large receptive audience, and it is the response of these listeners in each case which makes Fort Industry stations leaders in everything that counts. Each of the stations listed below has an established audience whose attention and action makes your message sure-fire for sales.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va.
WLOK, Lima, O. • **WAGA,** Atlanta, Ga. • **WGBS,** Miami, Fla. • **WJBK,** Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455

editorial

FCC's *Must* Job

IN THE CURRENT turmoil over Communist and pro-Communist candidates' rights to time on the air, the first blow for sanity can and should be struck by the FCC.

Without ruling specifically on the question, the Commission has clearly indicated its view that the equal-time provisions of the Communications Act apply to Communist candidates and their political kin as well as to Democrats and Republicans. We challenge any such contention, and for support we cite prior Commission rulings. It is the Commission's *present definition* of the law, not the law itself, which entitles Communists and fellow travelers to equal time.

Let's go back to 1938 and take a look at the history of FCC's definition of a "legally qualified candidate." The law itself has always been the same—if a broadcaster grants time to one "legally qualified candidate," he must provide "equal opportunities to all other such candidates for that office."

On July 1, 1938, in belated compliance with the law's direction to make rules and regulations on the subject, FCC offered its first definition of a "legally qualified candidate." He was, according to Rule 36a 2, "any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws."

In other words, the Commission clearly considered a "legally qualified candidate" to be one who met the local requirements for candidacy.

Then came the 1940 election campaign. Russia had made her peace with Finland, and pro-Communist sympathies were ascendant. Earl Browder was running again on the Communist ticket for President. But many states did not recognize the Communist party, and in these states many stations, following FCC's clear rule, refused time to Mr. Browder and other Communist candidates.

The Communists protested to FCC, of course, and more than one station found itself called on the carpet by FCC staff lawyers who, when reminded of the rule, brushed it aside as a bad one which would be changed. By "legally qualified candidate," they said, the law actually meant any candidate who is legally qualified to hold the office for which he is running. Whether he was able to meet state and local requirements for a candidate was beside the point.

How many stations were thus sandbagged into carrying Communist candidates whom their state laws did not recognize, we do not know. We know of some who defied the FCC staff lawyers and heard no more about it. But in November 1941—by that time Russia was at war with Germany—the definition was changed.

The new version was and is a hodgepodge. In essence it is the definition which FCC lawyers were giving in 1940—that is, that the office a man seeks determines whether he is qualified to seek it. Otherwise, its minimum specification is that he make "a substantial showing that he is a *bona fide* candidate" and be eligible under "applicable law" to be voted for—"by sticker, by writing in his name on the ballot, or other method."

This would seem to support the argument that a Communist or anybody else of the requisite age and citizenship can stand on a street corner, proclaim himself a candidate, and automatically become one—in the eyes of FCC and its rules governing political broadcasts.

Times have changed. National security is in jeopardy. The New York Circuit Court has found in communism an element of "clear and present danger." The states have the Constitutional duty to pass upon the qualifications of candidates. The FCC should reexamine its definitions forthwith and act accordingly. Even the minimum requirements of the administration-supported Kilgore anti-Communist bill, which gave way to the more extreme McCarran-Mundt bill (see story this issue), augur prompt FCC action.

ANA Treads Water

IN CHICAGO last week radio overcame another crisis. But the cause was won fortuitously, rather than by affirmative action. And the victory may be only temporary.

The annual convention of the ANA, after less than an hour's discussion, called off its crusade for sharply reduced AM station rates notably in TV markets—reductions that would have caused an economic upheaval. The intrusion of the Korean conflict, the effects of inflationary costs upon the printed media (as well as radio) and some modicum of logic on radio's part were responsible for the informal decision to mark time.

Broadcasters would be deluding themselves if they concluded that the rate crusade is over. It is not even dormant. The ANA Radio-TV Steering Committee, headed by young, able William Brooks Smith, advertising director of Lipton Tea, which sponsors Arthur Godfrey, will continue its studies. It must be presumed that the rate campaign will be pursued, not necessarily in concert by ANA, because of possible applicability of the anti-trust laws, but by individual advertisers. And it must be expected that they will use the grist supplied by the Smith Committee and by the competitors of radio at the propitious time.

Radio *knows* it delivers today the greatest return per advertising dollar of any existing media. Radio must document its story. The Broadcasting Advertising Bureau necessarily has set its sights in that direction. The continuing study plan of the NAB is in step with that effort. The time to launch these projects full tilt is now—not after the opposition again gets the opportunity to open its offensive.

The very fact that the three-day ANA sessions devoted so much time to the discussion of radio and TV underscores their importance and indicates the avid interest of consumer advertisers. TV was on the lips of virtually all delegates. Hardly a speaker missed mention of TV. Two skits were built around radio-TV themes. The proposal for return to a tripartite control of radio and TV research, and another for the creation of a code or creed authority to govern good taste in TV programming, are indicative of the stress given the radio media.

The imponderables of our present national economy make uncertain any timing of renewed efforts to readjust rates. The scope and magnitude of the problems are such that months—possibly years—can elapse before there's any conclusive action. The media set their rates. The advertiser buys or not as he sees fit. Radio rates have always been too low in contrast to what radio delivers as against other media.

The task now is for radio to keep its powder dry. It must give no ground. It should build its arsenal of logic and fact. It can't afford to miss this second chance.

our respects to:

SAM FANTLE Jr.

SAM (BUD) FANTLE Jr.'s early radio experience consisted of cutting the indoor antenna wires on a super heterodyne set. He has progressed from that first venture to his present position as president of KELO Sioux Falls, S. D.

Mr. Fantle was born June 25, 1913. An only child, he readily admits to being "spoiled rotten" as a youngster. His family travelled a great deal so his early schooling was acquired in California and Florida. His college education included two years at the U. of Nebraska and two years at the U. of Michigan. He majored in advertising and newspaper work at both schools.

While a senior at Ann Arbor in 1935, Bud Fantle met and married Evelyn Nachlas of Houston, Tex. After marriage he spent one year with Paramount Pictures Distributing Corp., Hollywood; he had previously tried his

(Continued on page 50)

Static and Snow

By AWFREY QUINCY

THE best thing we've yet heard about color TV is the proposal by Michael L. Kaplan, president of Television Mfrs. Assn., to deliver with each receiver "a TV engineer, a lawyer, etc." There wouldn't be quite enough to go around, but as far as the supply lasts, we're for it.

* * *

Hollywood is all steamed up because Dean Martin and Jerry Lewis poked fun at film business. Coming from an industry which more than any other has capitalized the art of poking fun at everyone and everything, especially broadcasting, that strikes us as the height of ludicrousness.

* * *

We hear that WNEW New York has become a do-gooder and is promoting a "cause." It's something about discouraging the use of the name "Smith" in a hypothetical sense. We wonder if WNEW is prepared to establish that Trade and Mark were real?

* * *

The captains and the kings depart. Shed a tear, men, the famous 8-H at NBC is no more. Once a haven of silence, it's now converted to TV and resembles a scene from Dante's "Inferno."

HEAVEN HELP US!!!

we don't want any more of this...

but our listeners have forced us to Extend

"THE ERNIE SIMON SHOW"

to 7-10 AM* Monday thru Saturday

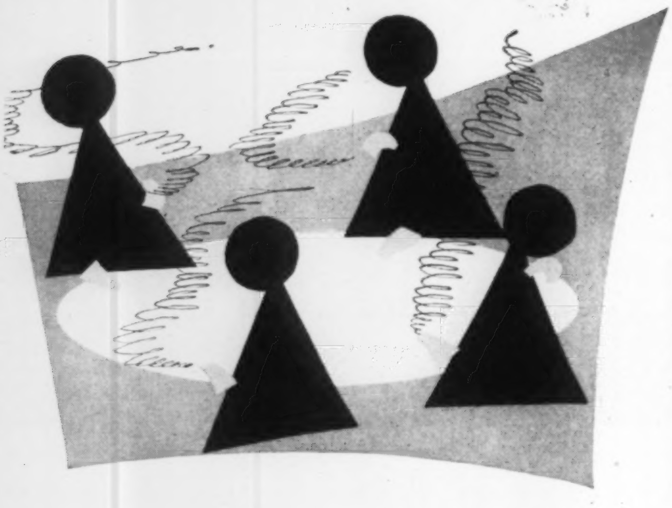
beginning MONDAY, OCTOBER 2, 1950

WJJD

**Formerly 8-10 AM*

CHICAGO ★ 50,000 WATTS

A MARSHALL FIELD STATION...REPRESENTED NATIONALLY BY AVERY-KNODEL



To 4 guys around a conference table with a fifth in the background

● Gentlemen, relax a moment and refuel. As XYZ Company's Account Executive, you, sir, are concerned about a sales slump. Perhaps it's only seasonal. *In Iowa, seasons do not slump, because the state's $4 billion income is produced by agriculture* and *industry. While one business slackens, another speeds up; or rich harvests swell the farmers' income.*

● You, Mr. Research Director, may utilize unemployment figures to analyze markets. *More than 350 new industries have located in Iowa since World War II, creating 23,000 new jobs. Iowa ranks among the* lowest *trio of states in insured unemployment—2% against 5 to 7% for the nation—a statistic where it's a pleasure to come in last.*

● And what about radio, Mr. Radio Director? You've been saying all along that you don't *have* to spend a million dollars. *Especially in Iowa, where t-l-v-s-n is just a poltergeist on the horizon, and radio starts its information-and-entertainment job at sunrise.*

● Which brings us to you, Mr. Timebuyer. When you study coverage maps, please notice WMTland—the heart of the richest agricultural-and-industrial region in the nation. It's a market worth reaching—19,100 square miles (within the WMT 2.5 mv line) and over 1.1 million people. *A one-minute Class A commercial (52-time rate) budgets at $27.00, which should be mighty interesting to both you and the fifth in the background*—the sponsor.

● The Katz Agency man will provide full data upon request.

WMT
600 KC
5000 WATTS
CEDAR RAPIDS
DAY AND NIGHT

BASIC COLUMBIA NETWORK

Respects

(Continued from page 48)

hand at the family department store business, but it held him only two months.

Sensing an upswing in radio in the field of advertising, Mr. Fantle in 1937 applied for a job as salesman with Sioux Falls Broadcast Association Inc., then operating both KSOO and KELO Sioux Falls. After several months of sales work, he decided this was "it" and made arrangements to purchase an interest in the company.

Events in 1941 changed Mr. Fantle's plans somewhat. In May of 1942 he enlisted as a private in the infantry and was commissioned in September of that year at Fort Benning, Ga. He was honorably discharged in 1943 and returned to Sioux Falls and radio.

Under FCC's duopoly rules, forbidding common ownership of stations in the same community, Mr. Fantle gave up his interests in KSOO and bought KELO, effective in September 1946. The licensee company is Midcontinent Broadcasting Co., of which he is president.

Mr. Fantle's next act was to apply for an increase in power for the then 250 w fulltime operation. In May 1948 the station started operating with 5 kw fulltime, directional night on 1320 kc. The station has been an NBC affiliate since 1937.

Video Provision

During the construction period for the improved facilities, modern studios and transmitter plant were erected, taking into consideration the possible advent of television. Studio and transmitter quarters are equipped to handle this new service without additional construction when such an operation begins. KELO has an application pending before the FCC for a television station at Sioux Falls.

Under Mr. Fantle's direction KELO has achieved prominence as one of the most progressive stations in the country. It has been the recipient of six national awards in the field of public service. Recently for the third consecutive year it won one of the top awards in the field of public service presented by the Board of Fire Underwriters.

Bud Fantle is rabid on the subject of public responsibility being a "two-way street" on which the broadcaster not only must discharge his position in the public interest, but that the public should not overly criticize radio for its infrequent lapses, in comparison to the overwhelming good that the industry has accomplished in the field of education, service, culture, and entertainment.

Recently appointed as an alternate on the AM Committee of the NAB, Mr. Fantle presently is serving also on the Public Relations Committee of that same group.

Even with roots in South Dakota, Mr. Fantle has made several trips to Texas during the past few years, and his friends, noting the smell of oil about his clothes, are suspicious that all of the trips are not social. As for Houston, Mr. Fantle says—"It's terrific."

Mr. Fantle holds memberships in several clubs and civic organizations and was a member of the Zeta Beta Tau fraternity at Michigan. His principal hobbies are sports—in school he aspired to play football, but his 130 pounds took such a terrific beating during scrimmages he had to turn to golf and swimming, at which he excelled. He indulges in fishing, hunting and golf as a participant, and as a spectator at football and baseball games.

The Fantle's have four children, Stephanie, 12; Sam III, 10, Steven, 6 and Susan, 2—this precludes the danger of "spoiling."

MINSTREL SHOW

KELA Stages Benefit

THAT never-say-die perennial—the old time minstrel show—again had its day when KELA Centralia-Chehalis, Wash., staged a burnt cork benefit for the Chehalis Junior Chamber of Commerce and the Chehalis High School scoreboard building fund.

The show satisfied three desires: The Junior Chamber's for a public service event to promote the city; Chehalis High's for an electric football scoreboard, and that of KELA for promotion.

Heralding the minstrel show, Coburn's Appliance store donated a Kelvinator home freezer for door giveaway and Cagley's home furishings donated a Deepfreeze home freezer. High school students selling the most tickets were awarded watches and pens. Merchants donated newspaper space and KELA backed the promotion with spot announcements. The show, staged in the Chehalis Junior High auditorium, featured a 40-voice chorus and 12-piece minstrel band.

WSVS-AM-FM Crewe, Va., airing daily traffic safety announcements supplemented by weekly discussion of problem by state patrolman.

Tom Farley's
DOG TALES
26 Transcribed
Public Service Programs
on
DOG CARE AND TRAINING
Now Available on
an *exclusive* basis to one
station in each city
THIRD SUCCESSFUL SEASON
write
DOG TALES
551 Fifth Avenue, N. Y. 17
NEW YORK

"The United States need not suffer inflation"

Signed by 71 of the country's foremost economists, this statement tells us what course of action must be taken in order to halt this threat to our nation's security and welfare.

"Communist aggression requires that free men and women expand military forces and supplies to a much higher level for a long time ahead. Enlarged outlays for defense superimposed on a boom, unless offset, will cause inflation.

"Inflation is a grave wrong and danger. It hurts most the most helpless members of society—the widows, the orphans, the aged, the pensioners, the annuitants, the disabled. It causes dissension, diminishes the incentive to work, weakens the productive system and so impairs both economic and military power. It imperils economic stability and progress in the struggle for peace. It is an unmitigated tragedy.

"The United States need not suffer this abomination of inflation. This economy can provide a very high standard of living and a very large increase in military outlay without degradation of the dollar. Failure to take action to prevent inflation would be inexcusable.

"The necessary action is clear and unmistakable. There may be differences over details, but there can be none over the major requirements. Taxes must be increased, at once, to cover the rise in expenditure fully and to balance the budget. Adequate control powers over consumer finance and construction finance should be added to existing monetary authority.

"Payment of government expenses out of income instead of the printing press, and monetary restraint on civilian consumption can protect the country from the woes of inflation and thus conserve its strength for use against the evils of aggressive tyranny.

"We, the undersigned economists, urge prompt, persistent, and adequate action by Congress and the executive agencies."

The life insurance companies bring you this message because of its importance to all Americans.

Institute of Life Insurance
488 MADISON AVENUE, NEW YORK 22, N. Y.

MAKING plans for the Oct. 7 anniversary dinner celebrating the *Esso Reporter's* 15th year on WGY Schenectady are (l to r) William T. Meenam, WGY-WRGB (TV) news chief and the original Esso Reporter; Roger M. Kelso, local sales representative for Esso Standard Oil Co.; R. B. Hanna (seated), manager of WGY-WRGB (TV)-WGFM (FM), and Harry J. Green, district manager for Esso Standard.

ABC AFFILIATES

Boston Meet Opens Series

ROBERT E. KINTNER, president of ABC, with Ernest Lee Jahncke Jr., vice president in charge of stations; James Connolly, AM stations department manager, and Alfred Beckman, of the stations department, attended a Boston meeting last week of 25 New England affiliates. From Boston the group went to Rochester, N. Y., for a similar meeting with mideastern affiliated stations.

The two meetings were the first of a series scheduled for the next two months which will take the network executives from coast to coast, following their recent meeting with the ABC Stations Advisory Committee at Alexandria Bay, N.Y. [BROADCASTING, Sept. 18].

WSAM Saginaw, Mich., aired 42 programs from County Fairgrounds this year.

front office

KEN PALMER, general manager KPDN Pampa, Tex., to general manager KVER Albuquerque, N. M. **Keith Tye** continues as station manager KVER.

CHARLES E. SEITMAN to director of sales WLIB New York. Was with WAAT Jersey City, N. J., and WMGM New York.

JOSEPH E. QUINN, chief of continuity WJMA Orange, Va., to assistant manager, replacing **CHARLES R. McGINLEY**, called to active duty as ensign in U. S. Navy.

JOHN C. WARDER, chief engineer CHLO St. Thomas, Ont., named general manager.

PETER M. ROBECK, KTTV(TV) Los Angeles account executive, named assistant sales manager. Was CBS Hollywood merchandising manager.

KEITH NIGHBERT, program director KUSD Vermillion, S. D., named general manager succeeding **I. R. MERRILL**, on one-year leave of

JONES ELECTED

Heads La.-Miss. AP Unit

HUGH O. JONES, general manager of WGCM Gulfport, Miss., has been elected president of the Louisiana-Mississippi Associated Press Broadcasters Assn. at a recent meeting in New Orleans. Bob Shipley, news director of KWKH Shreveport, La., was elected vice president.

Oliver Gramling, AP assistant general manager, speaking at the meeting, told broadcasters that the Korean war, which had increased listening, gave stations a chance to improve their newscasts, and he suggested broadcasters should present news professionally, schedule it properly and use showmanship in selling it to sponsors.

Attending the meeting were:

Louisiana: Harry Arthur, WSMB New Orleans; George Bonnell, WIHL Hammond; Louise C. Carlson, WJBW New Orleans; Lee Coney, WLCS Baton Rouge; Frank Conwell, KCIL Houma; Forrest Curnett, WIHL Hammond; Ted Fontelieu, WSMB New Orleans; Tom Gibbens, WAFB Baton Rouge; Paul Goldman, KSYL Alexandria; Evan H. Hughes, KVOL Lafayette; S. Rosenblum, WIHL Hammond; Bob Shipley, KWKH Shreveport; Earl Smith, WLCS Baton Rouge; Bob Thompson, KPLC Lake Charles; Harold Wheelahan, WSMB New Orleans; H. F. Whermann, WTPS New Orleans.

Mississippi: Cy Bahakel, WABG Greenwood; Frank Benson, WKOZ Kosciusko; Charles Holt and Connie Holt, WHSY Hattiesburg; Hugh O. Jones, WGCM Gulfport; Loren Miller, WQBC Vicksburg.

The Associated Press was represented by Mr. Gramling; Chief of Bureau Harry Leadingham of New Orleans; Field Representative H. R. Mason of Montgomery, and New Orleans Bureau staff members.

MOST promising high school game of week tape recorded by WAVZ New Haven, Conn., for broadcast Sat. mornings.

THE BRANHAM COMPANY

representing

RADIO
WABB Mobile, Ala.
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
WGBA Columbus, Ga.
WNEX Macon, Ga.
WTPS New Orleans, La.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
WDEF Chattanooga, Tenn.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KFDA Amarillo, Texas
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

TELEVISION
KFMB-TV San Diego, Calif.
WCPO-TV Cincinnati, Ohio
WEWS Cleveland, Ohio
WMCT Memphis, Tenn.
KRLD-TV Dallas, Texas

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

absence for graduate study. Station is non-commercial outlet, licensed to U. of South Dakota.

TOM ALFORD, manager Lane Shoe Stores, regional chain, to sales manager KTFS Texarkana, Tex.

JIM LOWMAN, WOW-TV Omaha sales staff, to KTTV(TV) Los Angeles as account executive.

RADIO REPRESENTATIVES Inc. moves today (Monday) to new Chicago offices at 75 E. Wacker Dr., Suite 212-16, from 737 N. Michigan Ave. Telephone: FInancial 6-0982.

FRANK E. MARTINO to sales staff WMTR Morristown, N. J. Was account executive ABC-TV New York, and has produced TV commercials there.

WHOD Homestead, Pa., appoints **Interstate United Newspapers Inc.** as national representative.

TOM BOISE Jr., office and traffic manager KLZ Denver, to KSL Salt Lake City sales staff as account executive. Will handle both AM and TV accounts.

KECK Odessa, Tex., appoints **Forjoe & Co.** as national representative.

O. H. OBERT, chief accountant Crosley Broadcasting Corp. (WLW Cincinnati), to assistant controller.

BERT ARNOLD, commercial manager WFLA Tampa, Fla., resigns for temporary rest during which he will devote his time to citrus industry.

Personals . . .

ROGER W. CLIPP, general manager WFIL-AM-FM-TV Philadelphia, appointed chairman 1951 March of Dimes campaign. . . . **SID TEAR,** commercial manager and disc jockey WYVE Wytheville, Va., father of girl, Laura Anne, Sept. 18. Mrs. Tear is former women's program director WLOG Logan, W. Va. . . . **KEVIN B. SWEENEY,** general sales manager KFI-AM-TV Los Angeles, on two week business trip to N. Y., Chicago, Detroit and S. F.

RALPH J. SHADE, account executive WTMA Charleston, S. C., named chairman of arrangements for Community Chest fund-raising drive for Charleston County. . . . **WILLIAM FAY,** vice president and general manager Broadcasting Div., Stromberg Carlson Co. (WHAM WHFM (FM) WHAM-TV Rochester, N. Y.), spokesman for city's nine broadcasting stations in city's new War Defense organization. . . . **JOHN HANSSEN,** manager WCRO Johnstown, Pa., named toastmaster at dinner heralding start of city's Community Chest drive today (Monday).

JOHN D. SCHEUER Jr., operations assistant to general manager WFIL-AM-FM-TV Philadelphia, appointed vice-chairman in charge of radio-TV for local public information committee of Disaster Preparedness and Relief Division, American Red Cross. . . . **HAL WALLACE,** KNUZ Houston, Tex., time salesman, father of boy, Hal Deward Jr., Sept. 15.

In

Altoona, Pa.,

It's

ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by

ROBERT MEEKER ASSOCIATES

RAI Director Tours

TOUR of various U. S. radio and television stations is being made by Dr. Sergio Pugliese, assistant director general of programs for Italian Radio (RAI). He left Washington, D. C., last Tuesday to visit stations in New York, Syracuse, Chicago, Los Angeles, San Francisco and Cincinnati. Dr. Pugliese, recipient of a grant-in-aid under the State Dept.'s exchange-of-persons program, also serves as administrative counsellor of the Italian Society of Authors and Publishers, and has been associated periodically with RAI since 1938. He plans to return to Rome in November.

He's always ready for a good scrap

A vigorous and emphatic proponent of positive opinions, Fulton Lewis, Jr. thrives on controversy. His first-class reporting is responsible for some first-class battles; his scrapbooks (being scanned here with his daughter) are full of evidence of victorious results.

As Mr. K. E. Myers of the Wilcox Buick agency wrote to Radio Station WHAI, both of Greenfield, Massachusetts:

"We feel that the great service Fulton Lewis, Jr. is rendering his country in fearlessly exposing subversive and un-American activities must command the respect of even those who differ with him.

"We, therefore, consider the Fulton Lewis program a great asset to our country and to our business."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Represented Nationally by NBC Spot Sales

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY
A GENERAL ELECTRIC STATION

Serving Albany, Troy, Schenectady, and the Great Northeast

FIRST IN LISTENERSHIP—**WGY** has 37% more daytime audience and 45% more nighttime audience than a combination of the *ten top-rated radio stations in its area.*[1]

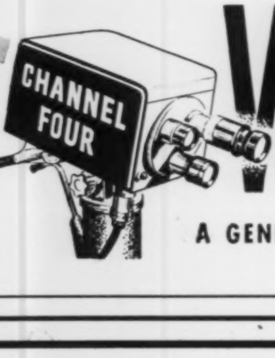
IN COVERAGE—**WGY** and *only* WGY can cover 16 metropolitan markets with one radio station. WGY reaches 1,247,000[2] potential listeners with over one billion dollars in retail sales.

FIRST IN LISTENER IMPACT—**WRGB** received 103,577[3] contest entries during eleven programs for *one* sponsor establishing this contest as one of the greatest ever held.

IN COVERAGE—**WRGB** is now offering television service to more than 300,000 viewers in three states—New York, Vermont and Massachusetts—with an established 86%[4] set tune-in nightly.

1—BMB, 1950
2—Fall, Winter Hooper Survey, 1950
3—Ruben H. Donnelly Corp.
4—General Electric Opinion Study Division, 1950

Represented Nationally by NBC Spot Sales



WRGB
A GENERAL ELECTRIC STATION

Strictly Business

(Continued from page 20)

in Shell's marketing divisions, and is responsible for research involving audience measurement in Shell market areas.

To make sure all Shell programs adhere to a tested format governing the spacing of commercials and news styles, Mr. Lier and a representative of J. Walter Thompson Co., the Shell agency, make regular off-the-air recordings as spot check of Shell advertising effectiveness. He also was instrumental in setting up cost analysis methods for measuring program costs per listener in any section of the country. This enables Shell to select the most effective outlets for its message.

Mr. Lier is keenly interested in strengthening bonds between Shell dealers and the company's radio advertising program. In one test city recently he had the Shell newscaster send personal, handwritten letters to local dealers which informally invited them to offer program suggestions and news tips. Each letter was accompanied by tickets to local theatres or ball parks.

Dealer Interviews

Frequently Mr. Lier arranges interviews on the air between the Shell newscaster and local dealers. These informal chats are built around the dealer's personality, his hobbies and experiences, and usually take the place of the regular commercial copy. Product advertising is generally omitted in the interviews.

A graduate of Jamaica (Long Island) High School, Mr. Lier joined Shell in 1934 as a messenger in the company's mail room at its New York head office. Through the years he progressed up the ladder to his present position, rounding out his knowledge of advertising and marketing by taking night courses at New York U.

Mr. Lier was shot before World War II even began. It was while training at Camp Davis, Wilmington, N. C., during the summer of 1941. However, after seven months' hospitalization, he was assigned to officer's candidate school at Gainesville, Fla. Upon graduation he married Audrey Gilmore of New York.

He was ordered overseas in 1943 and served in ETO as an aerial photo interpreter. Upon discharge in 1945 as captain, he returned to Shell's advertising department and moved into radio in 1946 when the company began to expand its radio advertising.

Mr. Lier is a member of the Radio Executives Club and the American Legion Ad Post of New York. His hobby is Kodachrome photography. The Liers have just acquired a new home in Creskill, N. J.

WAKR VS. FREED
Contract Case Aired in Court

LITIGATION brought earlier this year by WAKR Akron, Ohio, against Alan Freed, former disc jockey at the station, for alleged violation of personal contract provisions was aired before the Ninth District Court of Appeals Sept. 21.

WAKR received an injunction from a pleas court last February on grounds it had a "restrictive covenant" which prohibited Mr. Freed from accepting station employment in Akron or within a 75-mile radius for a period of one year after termination of the contract. Station contended that it had trained the disc jockey and helped him originate a "unique style" which assured his popularity.

Mr. Freed, who had been employed by WAKR for five years, left the station when his contract expired, and joined WADC Akron, CBS outlet, where he began a similar record program. Subsequently Mr. Freed's lawyer, John A. Russell, filed motion for hearing in the higher court. Decision is expected sometime this month.

KDKA Service Awards

AWARDS representing 120 years of service have been presented to 11 staffers at KDKA Pittsburgh by Walter E. Benoit, vice president of Westinghouse Radio Stations Inc. Among those honored were Edith Hingley, Joseph Honzo and Walter Horn, each for 20 years service. Others were honored for 10 years service.

F.Y.I. (for your information)...

Cities grow 'out' not 'up.' . . . Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of longstanding factory and residential areas unannexed by the City of Terre Haute, so it's a city of over 100,000 people, with 298,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.

CBS WTHI TERRE HAUTE INDIANA— REPRESENTED BY THE BOLLING CO. *New York • Chicago Hollywood*

OCTOBER 2, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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No 'Bracket' Answer Now, Set Makers Tell FCC
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Coy Reviews FCC Color Stand
Page 57

Cunningham Proposes 'TV Czar'
Page 58

Latest Set Count By Markets
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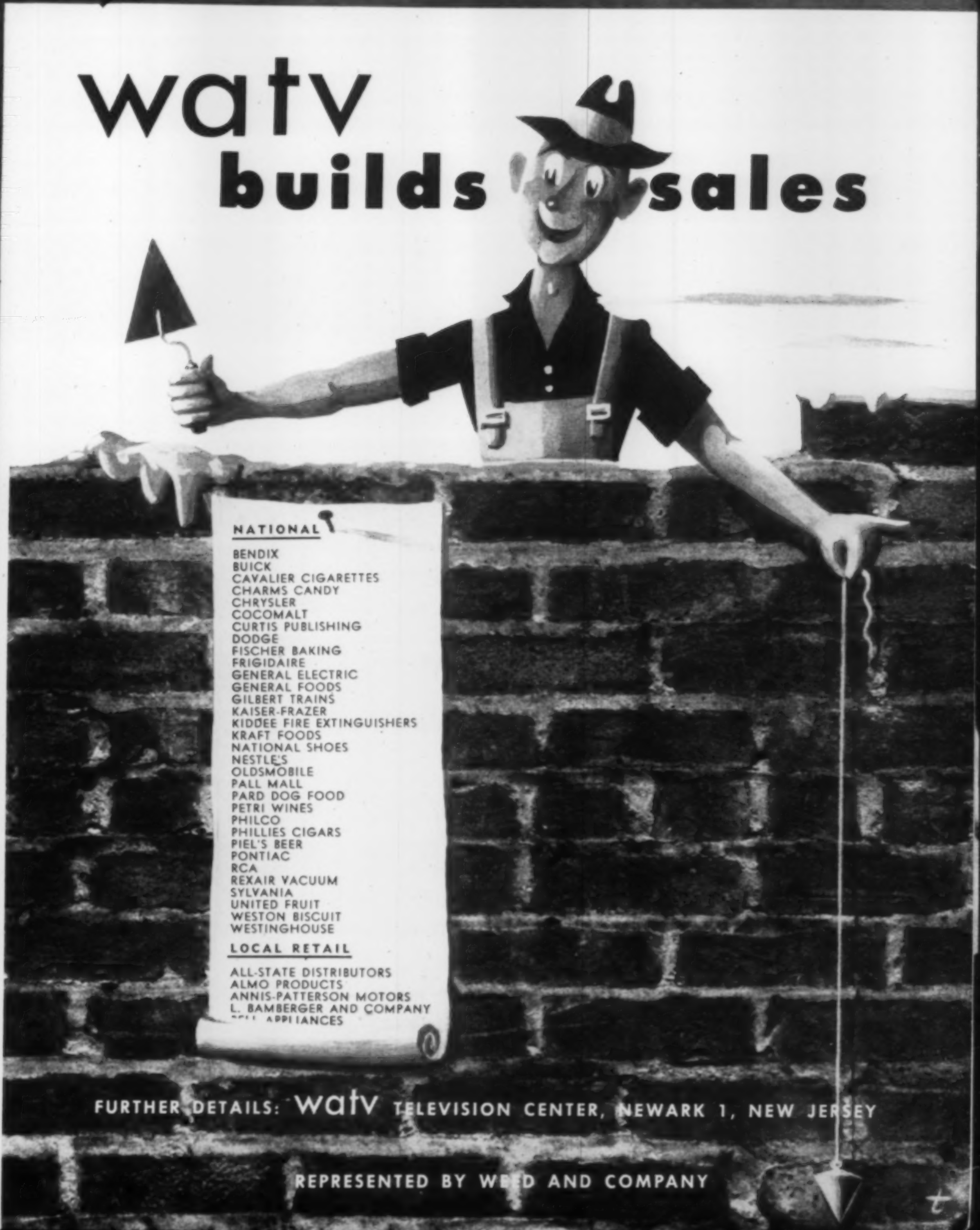


watv
builds sales

NATIONAL

- BENDIX
- BUICK
- CAVALIER CIGARETTES
- CHARMS CANDY
- CHRYSLER
- COCOMALT
- CURTIS PUBLISHING
- DODGE
- FISCHER BAKING
- FRIGIDAIRE
- GENERAL ELECTRIC
- GENERAL FOODS
- GILBERT TRAINS
- KAISER-FRAZER
- KIDDEE FIRE EXTINGUISHERS
- KRAFT FOODS
- NATIONAL SHOES
- NESTLE'S
- OLDSMOBILE
- PALL MALL
- PARD DOG FOOD
- PETRI WINES
- PHILCO
- PHILLIES CIGARS
- PIEL'S BEER
- PONTIAC
- RCA
- REXAIR VACUUM
- SYLVANIA
- UNITED FRUIT
- WESTON BISCUIT
- WESTINGHOUSE

LOCAL RETAIL

- ALL-STATE DISTRIBUTORS
- ALMO PRODUCTS
- ANNIS-PATTERSON MOTORS
- L. BAMBERGER AND COMPANY
- BELL APPLIANCES

FURTHER DETAILS: watv TELEVISION CENTER, NEWARK 1, NEW JERSEY

REPRESENTED BY WEED AND COMPANY

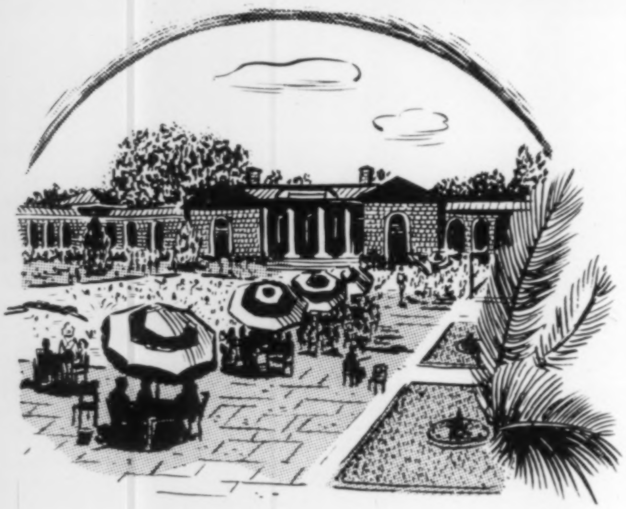
WSAZ-TV *Channel* 5

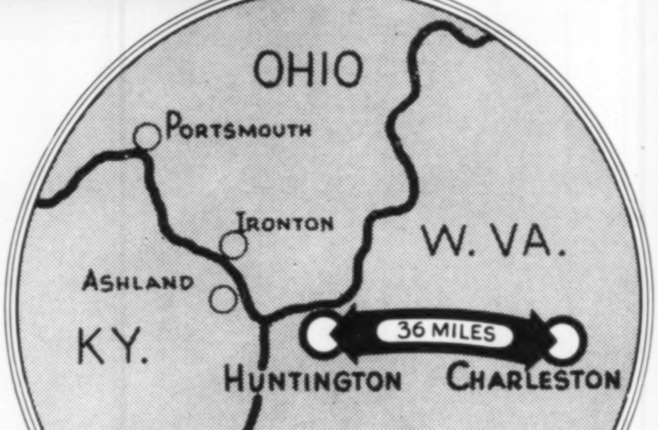
West Virginia's only television station
delivers EXCLUSIVE coverage of the rich*

HUNTINGTON - CHARLESTON

market

Now Interconnected




OHIO
PORTSMOUTH
IRONTON
W. VA.
ASHLAND
KY.
36 MILES
HUNTINGTON
CHARLESTON
LOGAN

* **THE 27th MARKET**—$601,425,750 in 1949 retail sales makes this the equivalent of the 27th ranking U. S. Market. Figures direct from Sales Management "Survey of Buying Power" May 10, 1950.

WSAZ-TV

ABC - CBS - DTN - NBC

Represented Nationally by THE KATZ AGENCY

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

OCTOBER 2, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

CAN'T GIVE 'BRACKET' ANSWER NOW

FCC Is Told

TELEVISION set makers covering a dominant share of total production told the FCC last week they couldn't possibly give a valid answer to the Commission's request for a Sept. 29 promise to make receivers with bracket standards.

Moreover, practically all of them said they couldn't start making bracket standard sets by the FCC's proposed November deadline.

These views culminated a month of frantic engineering and production research in which the industry's best brains managed to make only scant progress toward the design of TV sets having continuously variable standards.

Whether FCC would be persuaded to delay further action was, of course, uncertain at the weekend. Chance of appeal was discussed, should FCC finally approve the CBS system.

Late Thursday factory officials were still conferring in effort to meet the Friday deadline (for late developments, see AT DEADLINE).

Since each company was acting separately in view of the Radio-Television Mfrs. Assn. decision not to take joint action because of anti-trust laws, the confusion in factory sources surpassed anything seen since early postwar days.

Plea from Industry

From all sides came the plea that nothing of the type had ever been designed; thát engineering studies would take weeks and months; that production problems were staggering, especially in view of present shortages in parts; that many engineers wonder if bracket receivers would work satisfactorily even if inherent in new sets; that the FCC was completely unrealistic, acted in bad faith or didn't know what it was talking about; that bracket sets would add as much as $400 million a year to cost of sets; that it's silly to talk about any color system that isn't compatible.

RCA teed off against the Commission's pro-CBS report and its 67-page reply explained in forceful and technical language that the FCC had made a terrible mistake, disregarding the interest of American business and 40,0000,000 people now enjoying television. These people, it noted, should have a chance to be heard.

The RCA report, with demand that the FCC "stay its hand" and let the public act as color jury, was signed by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs.

In its reply RCA re-argued some of the color case. It cited the Condon Committee's report and analyzed traits of RCA vs. CBS color in light of the findings. No document within the recollection of many Washington observers has so thoroughly and so plainly challenged the Commission's good faith and competency.

RCA early in its reply emphasized it will continue research in its compatible all-electronic system. It challenged many of the FCC's findings in regard to characteristics of the system and said recent progress had been ignored in the Sept. 1 report.

Joining RCA in questioning the FCC's Sept. 1 pro-CBS report, with its demand for a Sept. 29 promise of conversion to bracket standards in order to avoid a final and flat ruling in favor of the CBS system, were such companies as DuMont Labs., Hallicrafters Co., Packard-Bell, Admiral and Andrea. Their replies had been filed by close of business Thursday.

Other set makers, however, were still struggling to meet the Friday deadline.

Many manufacturers, with obvious chagrin at the FCC's Sept. 1 order and its implications, went out of their way to explain they were sincerely trying to supply a sane answer by Sept. 29 but found it completely impossible. Some of the replies politely tried to teach the Commission a few lessons in the practical side of mass production and low-cost design.

Production Question

One of the big questions at the weekend was this: Would set makers turn out CBS-standard sets if the FCC carries out its threat to give CBS the go-ahead on color?

Questioned on this point, most manufacturers indicated they will make anything the public wants to buy.

The problems of designing sets operating under continuously variable standards frankly baffled many engineers. One large manufacturer noted the plant makes radar equipment with variable standards but added that each unit costs over $100,000.

Dr. Allen B. DuMont signed the DuMont Labs. statement as president and as a manufacturer, claiming it is impossible to meet the FCC deadline. Dr. DuMont noted that no testimony on bracket standards was given during the hearings and it has made no experimental sets with the feature.

Wondering if it is practical, he said his company would need six months to a year, at least, before reaching engineering conclusions. He said the FCC cost data apply only to 525-line and 405-line standards and not to bracket.

Costs would be "substantially higher" than those previously submitted by the company, Dr. DuMont said. On the basis of current

(Continued on page 70)

COY REVIEWS COLOR

Repeats FCC's Stand

(Text of Chairman Coy's summary, page 62)

ON THE EVE of the deadline for TV set makers' replies (see story above; also late developments, AT DEADLINE), FCC Chairman Wayne Coy last week reiterated that FCC will approve the CBS color TV system now if manufacturers don't promise to build "bracket sets."

Mr. Coy

Observers noted, however—though they wouldn't venture to guess whether it was significant—that he did not mention any deadline for starting production of such sets. FCC's Color TV Report set an early November date [BROADCASTING, Sept. 4], but many manufacturers have indicated they cannot be ready by that time.

Chairman Coy reviewed the Color TV Report in virtually identical language in two speeches—one Monday at the National Electronics Conference in Chicago, the other on Tuesday at a luncheon sponsored by the Chicago Television Council. (For third speech, see page 27.)

The FCC chief pointed out that bracket standards, aside from making such sets compatible with the CBS color system, will also permit future changes in black-and-white (or color) standards to accommodate improvements. He referred to horizontal interlace and the use of long-persistence phosphors—two developments which FCC plans to study further, if bracket sets are built, before a final color decision is reached.

Promise for Improvement

These two developments, he said, "hold real promise for improving resolution in black-and-white pictures," but need further study.

"If they are successful," he continued, "a change in line or field scanning rate, or both, might be desirable in order to take advantage of the improvements. By building receivers with bracket standards at the present time we will not be confronted at a later date with the vexation of not being able to improve resolution in black-and-white pictures because so many sets would be outstanding and incapable of operating on the new standards."

Chairman Coy reviewed the Commission's thinking in reaching the color decision:

The UHF, last remaining part of the spectrum where TV can now operate, is "television's last frontier." Color therefore must be authorized now or be foreclosed for the foreseeable future. FCC unanimously agreed compatibility is "desirable," but unanimously found that the compatible systems—RCA's and CTI's—are "not suitable for adoption," while CBS's is ready if a decision must be made now. Five of the seven Commissioners were willing to postpone a decision, in order to study new developments in compatible systems as well as in CBS possibilities, provided "bracket sets" are built so that the number of sets unable to receive CBS color in monochrome will not keep growing.

FCC, Mr. Coy said, recognizes that "transition problems" will follow adoption of an incompatible system:

For the owners of the present receivers it means that if they

(Continued on page 67)

CREATE 'TV CZAR'

Cunningham Advises ANA

TELEVISION needs a permanent "czar" to give weighted direction to its future, John P. Cunningham, executive vice president, Cunningham & Walsh Inc., New York, told the Assn. of National Advertisers at its Chicago meeting last week.

Mr. Cunningham

Pointing out that TV must avoid the pitfalls which threatened the destiny of radio at least twice in its history, Mr. Cunningham suggested a committee be formed by ANA, AAAA and the broadcasters "to try to foresee, to understand and to define our responsibilities and our opportunities."

From this endeavor, Mr. Cunningham said, a permanent board "respected and vigorous—like the baseball czar" could be formed. "Out of it could come a creed and a code—for us to believe in and to follow."

Calling for "that rare commodity . . . foresight," Mr. Cunningham summarized findings on TV's effect on family habits as gathered by his agency's two-year-old survey of "Videotown," a real city of 40,000 population located near New York and selected as a "laboratory" for TV study, and reports "from a herd of surveys, some sketchy, most of them inconclusive."

Primarily, the TV set has bit into movie attendance, quieted to a degree the motor hum of the American family's automobile and reduced nighttime radio listening in TV homes.

But, he warned, radio "still has the coverage, is much cheaper per listener by far, and is still mothering and suckling TV (which) is neither strong enough nor big enough to commit matricide."

Half as many TV owners as non-set owners attend movie houses in "Videotown," Mr. Cunningham reported, noting that a Washington survey has found a 72% drop in movie buying, a Chicago look at box office receipts has found a loss of $41.40 per family per year.

Cost of TV sets is not an important economic factor, Mr. Cunningham said. In "Videotown" and other cities in TV's area, large screens, console models and combination sets make their way into every income level, he observed.

Sports Reviewed

Sports attendance seems to decline the first two years of set ownership but increases interest in sports and culminates in a greater degree of attendance at the ball park or stadium than ever before, Mr. Cunningham said. A wider national interest in all sports, with class distinctions falling by the wayside, was traced to TV by the agency executive.

While keeping the family in a close knit circle with the man-of-the-house becoming a permanent nightly fixture in his living room chair, TV also creates a big problem with children. Average child in a TV home, Mr. Cunningham said, spends 27 hours weekly, four hours daily, in front of a TV set—only one hour less than he spends in school.

By regarding this child listenership only as a sales opportunity (living by ratings and philosophizing with "giving the public what it wants"), any advertiser could lead the "pack of us and advertising itself into trouble," he declared.

Signposts that need watching, Mr. Cunningham said, include the significance of United Nations telecasts — "promising an informed world citizenry." Telecasting the two houses of Congress would "mean the end of filibustering and empty seats—promising an alert electorate and a far better grade of politics and statesmanship here in America . . ." Possibilities "for spreading art and culture into the average home are tremendous," vast video congregations may arise, changing the whole physical concept of organized religion in America, he said.

Question for Users

Question to "us broadcasters and wordsmiths and cereal-sellers," asked Mr. Cunningham, is are "we going to have the breadth and the vision and the commercial self-control to use this great force wisely?

"Or are we going to push an actress' neckline down two points to raise our Hooperating one point?"

In order to take a firm grip upon "an amazing instrument . . . thrust into our somewhat clumsy hands by the precise fingers of science," the obvious solution to Mr. Cunningham is the creation of a permanent board to give the purveyors of this new medium enlightened direction.

WBTV ON CABLE

Makes Formal Debut

WBTV(TV) Charlotte, owned and operated by the Jefferson Standard Broadcasting Co., last Saturday formally commemorated the extension of the coaxial to that city.

Guests at the ceremony, which preceded the North Carolina U.-Notre Dame football game, were Governors Kerr Scott of North Carolina and J. Strom Thurmond of South Carolina, Mayor Victor Shaw of Charlotte and the Rev. James A. Jones, pastor of the Myers Presbyterian Church.

Also participating in the ceremonies were the following officers of Jefferson Standard Broadcasting Co.: Joseph Bryan, president; Charles Crutchfield, vice president and general manager; and Larry Walker, secretary-treasurer and assistant general manager.

Benny on CBS-TV

CONFIRMATION that Jack Benny will make four hour-long television appearances this season on CBS-TV, under sponsorship of American Tobacco Co., came from the network last week. Mr. Benny's first performance will be on Sunday, Oct. 29, at an hour not yet settled. Succeeding appearances will be at eight week intervals. They will originate in New York.

WSM-TV DEBUT

Opened With Gridcast

OPENING of WSM-TV Nashville was scheduled Saturday, Sept. 30, with airing of the Notre Dame-North Carolina U. football game, relayed from South Bend, Ind., to Louisville via regular TV network facilities and from Louisville to Nashville via WSM-TV's own private link.

Official opening and formal dedication of WSM-TV is planned for Oct. 8 with Niles Trammell, chairman of the board of NBC, and Mrs. Trammell attending. Originating in WSM-TV's new studios, the dedicatory program 8-9 p.m. CST will be simulcast and also carried on WSM-AM. Edwin W. Craig, president of the National Life and Accident Insurance Co. and chairman of the board of WSM Inc., and other officials will take part in the ceremonies.

WSM-TV plans to operate 60 to 70 hours weekly at first, including network programs. Local set dealers and distributors estimated about 8,500 TV receivers were to have been installed in the area by Sept. 30. WSM-TV is assigned Channel 4 (66-72 mc) with 7.2 kw aural and 14.4 kw visual power.

NETWORK TIME

Anchor-Hocking Tops in July

ANCHOR-HOCKING Glass Corp. became the July leader in TV gross network time bought, with purchases of $111,884, according to Publishers Information Bureau figures released to TELECASTING. The summer hiatus was responsible for the jump, since many of the leading TV advertisers left the air in June.

The gross TV figures for July 1950 totaled $1,454,493, with the Jan.-July cumulative billings $15,432,288.

The Smoking Materials category, however, continued its leading position, having invested $319,654 during July. Second place fell to Food & Food Products who spent $276,127 for gross time on the TV networks, while the makers of Toiletries & Toilet Goods ranked third by appropriating $208,974 for radio time. Fourth and fifth were Automotive & Automotive Equipment and Industrial Materials.

Following Anchor-Hocking in individual purchases was R. J. Reynolds' network buy of $102,720. Gillette Safety Razor Co. jumped into third place, P. Lorillard & Co. fourth and Liggett & Myers fifth, making three cigarette manufacturers in the top five TV advertisers.

* * *

TABLE II

TOP TEN LEADING TV NETWORK ADVERTISERS IN JULY 1950

1.	Anchor-Hocking Glass Corp.	$111,884
2.	R. J. Reynolds Tobacco Co.	102,720
3.	Gillette Safety Razor Corp.	90,721
4.	P. Lorillard & Co.	85,856
5.	Liggett & Myers Tobacco Co.	70,100
6.	Ford Motor Co.	66,360
7.	National Dairy Products	56,550
8.	Mars Inc.	54,886
9.	Bristol-Myers	44,935
10.	General Mills	44,016

* * *

TABLE I

GROSS TV NETWORK BILLINGS* BY PRODUCT GROUPS FOR JULY AND JAN.-JULY 1950

PRODUCT GROUP	JULY	JAN.-JULY 1950
Apparel, Footwear & Access.	$ 7,260	$ 354,143
Automotive, Automotive Equip. & Supplies	146,855	2,304,413
Beer, Wine & Liquor	36,672	685,183
Confectionery & Soft Drinks	109,174	614,281
Consumer Services	10,890	110,655
Drugs & Remedies	12,600	122,400
Food & Food Products	276,127	2,224,200
Gasoline, Oil & Other Fuels	31,560	604,230
Horticulture	.....	1,140
Household Equip.	5,775	909,518
Household Furnishings	25,500	991,519
Industrial Materials	119,279	213,492
Jewelry, Optical Goods	....	43,296
Publishing & Media	19,650	144,947
Radios, TV Sets, Phonographs Musical Instruments & Access.	84,120	1,554,182
Retail & Mail Order	.....	1,631
Smoking Materials	349,654	2,902,031
Soaps, Cleansers & Polishes	5,775	199,290
Toiletries & Toilet Goods	208,974	1,352,013
Miscellaneous	4,628	99,724
Total	$1,454,493	$15,432,288

*DuMont figures not available

ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS **TELEVISION** SERVICE

Four years, Dartmouth College
Three years, CKLW, Detroit
Three years, Edward Petry Co.
Five years, American Broadcasting Company
One year, United States Coast Guard
Free & Peters, (New York Office) since October, 1948

JWB =
TV = OK! –

JOHN W. BROOKE!

(Another F & P TELEVISION Specialist)

Yessir!—when it comes to TV, Jack Brooke is the man to focus on! As ABC's Coordinator of Network Television Sales, before he joined F&P, he really learned the how, when and where of TV. And as a television man with us since 1948, Jack has been a tremendous asset to everyone concerned—to you TV advertisers and your agencies, as well as to our own rapidly-expanding staff who devote full time to television.

What are your TV hopes and plans? Whatever they are, we'd like to show you how well we know the medium of television—how completely we realize our responsibility of "selling" TV in such a way as to contribute to its effectiveness and growth, rather than merely to ride the bandwagon.

Whatever your plans, talk them over with us. We have some ideas and some information for you, here in this pioneer group of radio and television station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	**WOC-TV***
FORT WORTH-DALLAS (STAR-TELEGRAM)	**WBAP-TV***
LOUISVILLE (WAVE, Inc.)	**WAVE-TV***
MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS-ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
SAN FRANCISCO (THE CHRONICLE)	**KRON-TV***

*Primary NBC Affiliates

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

AT&T ALLOCATIONS

DuMont Files Protest

FORMAL complaint against the network coaxial cable allocation made by American Telephone and Telegraph Co. was filed with FCC last week by Allen B. DuMont Labs., which earlier had sought and was denied Commission intervention in the division of scarce relay facilities among the TV networks [TELECASTING, Sept. 25]. Formal protest also was expected to be filed by ABC.

The AT&T allocation, reported to the networks in a letter dated Monday by F. R. MacFarland, AT&T program service manager, was the telephone company's own answer to weeks of unsuccessful efforts to secure voluntary agreement among the television networks. Since the fourth quarter allocation was to become effective Oct. 1, yesterday, the AT&T letter sought confirming orders by 5 p.m. last Thursday.

Because of the continued conflict, however, it was expected the Commission might take some action on the new DuMont complaint before the weekend, probably on Friday.

Under the allocation submitted by AT&T for the fourth quarter of 1950, a total of 399 hours were available for allocation weekly on 12 circuits. Of this total, 379 hours were allocated between the hours of 8 and 11 p.m., Sunday through Saturday, with NBC receiving 167 hours weekly, CBS 121½ hours, ABC 53½ hours and DuMont 37 hours, all on 12 circuits.

The DuMont petition charged this allocation is "unlawful," "unjust," and "unduly and unreasonably preferential and advantageous" to NBC and CBS "who are persons and customers in the same class as the complainant." DuMont contended the application "incorrectly states the requirements of the customers and erroneously indicates the absence of conflict in many periods."

DuMont requested FCC to "immediately commence an investigation on its own motion of the tariff regulations governing the allocation of video transmission facilities" and the rates involved. DuMont also asked FCC to require AT&T to reveal the "agreements, representations and policies on the basis of which it formulated the aforesaid unlawful allocation" and to require AT&T to assign DuMont "an equitable allocation" of cable facilities.

Meanwhile, last week, Cmdr. Mortimer W. Loewi, director of the DuMont Television Network, said he believed the AT&T allocations "violated a basic right of American business to ship merchandise on a common carrier."

He said DuMont would "go through with this thing to the limit," indicating that the network intended, if necessary, to seek every legal path it could find to achieve its objective of equal allocations of AT&T facilities among the networks.

The grave financial hazard to DuMont under the proposed allocations, he said, could be summed up by the fact the production costs of a program are the same whether the program goes to 3 or 30 stations.

Right of Decision

As to suggestions that stations themselves had a right to say whether they wanted to take one network or another, Cmdr. Loewi said it was "not the province of freight lines to ask the recipient whether he wants a shipment that some manufacturer has ordered."

Practically speaking, he said, many TV stations are "not free" to make wide selection among network offerings since many are sister stations of radio outlets affiliated with the radio networks operated by CBS and NBC. To protect their AM network affiliations, he said, some stations had been obliged to enter into TV affiliation contracts with those networks that oblige them to take the first 30 hours of network commercial programs each month without reimbursement.

"They want to get those 30 hours out of the way as fast as they can so they can start getting some money back," he said.

DuMont told FCC in its petition that the delay in publication of the allocation "has gravely and seriously impaired its ability to organize, plan and develop its program service in the interests of its advertising clients, the public and its broadcasting affiliates and potential broadcasting station users of its service, and that it is unable at the time of filing of this complaint, to more particularly specify the extent of the said loss presently accrued and now accruing by reason of such inadequate, unjust and unreasonable allocation."

DuMont further stated:

In many instances the Telephone Company has allocated either time periods for which DuMont had expressed no preference whatsoever or failed to allocate a time period which had been indicated in its letters to be of prime importance to it. This despite the fact that the disparity between the total amount of time allocated to the NBC and that allocated to Du Mont would suggest that DuMont's choice had been given full consideration.

It is interesting to note that three circuits are available interconnecting Washington with Richmond and two circuits south of Richmond interconnecting Charlotte and Greensboro with Washington. In each city served by this circuit there is but one station. An examination of the time periods allocated to DuMont on these circuits in the light of the time periods allocated to DuMont on the single circuit south of Greensboro and Charlotte to Jacksonville, Atlanta and Birmingham would suggest that these allocations of usage are mere gestures.

In light of the fact that Class A time is sold by the stations serving the communities interconnected by the facilities under consideration at a rate twice that of B time, i.e. prior to 6 p.m., it is manifest that an allocation of only 37 hours on these twelve circuits is an inducement only to make a donation to AT&T. It would be impossible for any network with a total of 37 hours of Class A time available on twelve circuits to gain reimbursement for its AT&T facilities alone without regard to its expenses for programming and station payments.

CBS-TV POSTS

Underhill, Ommerle Named

CHARLES M. UNDERHILL last week was appointed general manager of CBS television, New York, a newly created post.

Harry C. Ommerle, former manager of program sales for the CBS radio network, succeeded to Mr. Underhill's former job as program director of CBS television, New York.

The post of general manager was made necessary by "rapidly expanding CBS television program schedule and the enormously larger CBS television plant," according to Hubbell Robinson Jr., CBS vice president in charge of network programs, who announced the appointments.

Mr. Underhill

Mr. Ommerle

Mr. Underhill will "have the key responsibility of adjusting the constantly growing CBS television schedule to our expanding facilities," Mr. Hubbell said.

Mr. Underhill joined CBS in June 1948 as CB-TV director of programs, after serving as production manager of the commercial department of RKO Pathe Inc. He had been with RKO since separation from the Navy where he served as a lieutenant. Before the war he was with BBDO, New York, variously as copywriter, radio director, head of motion picture production and associate director of the radio department.

Mr. Ommerle joined CBS in 1935 as a producer and left the network in 1937 to work with the William Morris Agency. From 1943 to 1945 he was vice president and account executive at Ruthrauff & Ryan, and from 1945 to 1948 in charge of radio for A. S. Lyons Agency. He ran his own talent agency and package production office from 1948 until last March, when he rejoined CBS as manager of program sales for the radio network.

INDUSTRIAL TV

Outlined at Electronics Meet

THE NUMEROUS uses of television today and future plans were outlined at two sessions of the National Electronics Conference, held Sept. 25-27 at Edgewater Beach Hotel, Chicago.

Conferees heard J. A. Good, manager of the electronics department of the Diamond Power Specialty Corp., Lancaster, Ohio, discuss "Television in Industrial Applications," and C. A. Hermanson, staff researcher at Argonne National Lab, Lemont, Ill., read a paper "Stereo Television in Remote Control," on developments at the plant.

Main speech of the conference was delivered at the opening day's luncheon meeting by FCC Chairman Wayne Coy (see story page 57).

Mr. Good reported that his company has developed, in cooperation with Capehart-Farnsworth Corp., the Utiliscope, or wired TV unit for industry. Explaining that the need for such a device was sparked by the power plant field, Mr. Good traced the history of huge six-story water boilers going empty when mechanical indicators read they were full. In an effort to transmit readings of this kind and information to a control source, Mr. Good's concern needed to develop a system with five fundamental features.

They are: (1) Record of a correct reading or none at all; (2) viewing through a wide angle of vision; (3) operation 24 hours daily, seven days a week; (4) cost, original and maintenance, in line with its value, and (5) absence of mechanical or moving parts.

For short distances, it was found a simple mirror system sufficed. Television, however, was the answer for longer distances (100 feet or more) and when the mirror system was too complex.

The video system, or industry "watch-dog," can be used for observing flame, smoke control, watching smoke stacks and the flow of granular materials, and transmitting detailed information (as used by the Bank of England for relay of statements of account and signatures). In addition, Mr. Good said, police departments gain efficiency with use of TV, which can transmit fingerprints hurriedly. "Education, without a doubt, offers a great future for television, in the ordinary school system and in connection with medicine."

Other industry uses he foresaw: "Images and reproduction of charts at a distance, to such places as airports and railway stations, as the military now has"; installations in dark-rooms, especially in photography, military and psychopathic institutions, where the object is illuminated by infra red or non-visible light.

Diamond Power Specialty has

(Continued on page 72)

P.D.Q.

Pretty Darn Quick—demonstrating, impelling, selling.

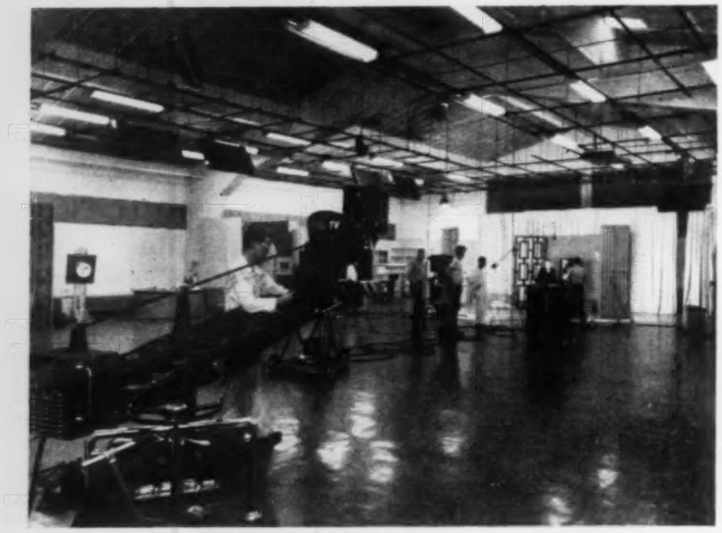
Television does it PDQ. That's why advertisers rush to KTTV in America's second TV market, for the brightest in network (CBS-TV) and local programming. Viewers think so too—every month PULSE ratings show KTTV *loaded* in the top ten.

And more coming this fall—a big bonus audience for all KTTV advertisers, when football-daffy Southern California dials KTTV for all home USC and UCLA football games.

Better move fast! Ask us direct or Radio Sales—PDQ!

Los Angeles Times-CBS Television

KTTV



KSL-TV's new Studio One, measuring 60x75 ft.

* * *

KSL-TV STUDIOS

Holds Dedication Program

KSL-TV Salt Lake City, owned and operated by Radio Service Corp. of Utah, officially opened its new studios Sept. 15.

Dedicatory program included an informal reception for civic officials, business leaders and agency executives, a plant tour in the afternoon and public inspection of the studios in the evening with an estimated 3,000 Salt Lake City residents taking advantage of the station's invitation.

In addition, all local KSL-TV programs were showcased and brief synopses of their format were given. KSL-TV staffers and visitors were interviewed by several announcers. The new studios, located on two floors at 145 Motor Ave., include the main studio on the second floor, auxiliary studios, dressing rooms, rehearsal and audition studios, space and film servicing laboratories and a large auditorium seating over 200 persons. KSL-TV started operations in June 1949.

VHF-UHF BANDS

TBA Sets Proposals For FCC Hearing

TELEVISION Broadcasters Assn., hewing to a line adopted some time ago, will participate in upcoming FCC hearings on proposed allocations in the VHF and UHF bands and will ask that a minimum of four channels be assigned to each major city.

The association will also suggest that inter-mixture of UHF and VHF assignments within cities be kept to a minimum. TBA will propose that the UHF 475-890 mc band, now assigned for experimental television, be assigned to commercial service.

Decision to take these steps was made by the TBA board at a meeting last Monday in New York. John Preston, ABC chief allocations engineer, was appointed to serve as engineering witness for TBA at the forthcoming FCC hearings.

Three New Members

Three stations were approved for TBA membership by the board, KEYL (TV) San Antonio, WKY-TV Oklahoma City, and WBEN-TV Buffalo.

Two amendments to TBA by-laws were approved by the board and will be submitted to membership at the association's annual meeting, to be held Dec. 8. One would set up a scale for payment of membership dues based on rate cards of the member station. The other would permit owners of more than one station to apply for as many TBA memberships as they have stations on the air. Present by-laws limit TBA memberships to three for any single operator.

The TBA board also adopted a resolution endorsing the industry television committee in its negotiations with ASCAP for per-program music contracts and urging individual television stations to help pay the committee's expenses by contributions equaling two-fifths of their highest one-hour time rates.

Attending the meeting were J. R. Poppele, WOR-TV New York, president; Lawrence W. Lowman, CBS; George B. Storer, Fort Industry Co.; Allen B. DuMont, DuMont Network; Joseph A. McDonald, ABC; Ernest B. Loveman, WPTZ (TV) Philadelphia; Richard A. Borel, WBNS-TV Columbus, Ohio; Paul Raibourn, KTLA (TV) Los Angeles, and Thomas Ervin, representing Frank M. Russell, NBC. Will Baltin, TBA secretary-treasurer, and Thad H. Brown, Washington counsel, also were present.

COLOR REPORT CAPSULE

Coy Gives Summary in Chicago Speeches

FCC CHAIRMAN WAYNE COY summed up the Commission's Sept. 1 color TV report as follows, in his speeches in Chicago last week (story page 57):

First, we have decided that color is an important improvement in broadcasting that should be made available to the American people.

Second, we have decided that of the three color systems demonstrated to us, the two compatible systems—CTI and RCA—cannot be adopted because they do not produce a satisfactory color picture and because they do not meet the other minimum requirements for a color system prescribed by the Commission.

Third, the CBS color system, although incompatible, does meet the requirements for a color system prescribed by the Commission and could be adopted as standard.

Fourth, the Commission is willing to postpone adopting a final color decision now, and, among other matters, give the proponents of a compatible system another opportunity to show that they have a system that can satisfy the Commission's requirements, provided that the manufacturers will prevent the compatibility problem from increasing, by giving assurances that they will build their television receivers with brackets.

Fifth and finally, if manufacturers do not give assurances that they will build television receivers with brackets, the Commission will adopt the CBS color system now, for without the assurance of bracket receivers, the Commission would be inviting the risk that if the compatible systems failed again, it might no longer be possible to adopt a color system we know is satisfactory because the number of receivers in the hands of the public could have increased to a point where as a practical matter it would be extremely difficult to adopt an incompatible system.

JAEGER NAMED

Heads Film Council

ELECTION of Andy Jaeger, WABD (TV) New York film director, as president of the National Television Film Council was announced at the organization's fifth quarterly forum in New York last week.

Other new officers included Paul White, of Paul White Productions, vice president; Connie Lazar, TV director for Film Equities Corp., secretary, and Ed Evans, RKO Pathe TV consultant, treasurer.

Elected to the board of directors were Robert Paskow, film director of WATV Newark; Melvin L. Gold, advertising and publicity director for National Screen Service; Waldo Mayo, president of Waldo Mayo Products; William Holland, president of Hyperion Films Inc.; Sally Perle, of the Mesal Organization; Ed Carroll, teletranscription director of the DuMont Network; Joe Seiden, president of Cinema Service Corp.; Elaine Phillips, film director of WSPD (TV) Toledo; Helen Buck, film director of WCAU (TV) Philadelphia, and Eugene Scharin, president of Ambassador Films Inc.

The quarterly forum, which lasted two days, featured addresses by Robert H. Reid, manager of the INS television department; Grant Thies, CBS film director; Harold Friedman of the Deluxe Labs Inc., engineering staff; Ted Eshbaugh of the Ted Eshbaugh Studios; Paul White of Paul White Productions, and Robert MacDougall, WATV Newark, N. J., director of educational activities.

Among the guests were Syd Cassyd, editor and associate publisher of the news magazine, TV, and Donald Woods, screen star.

Outgoing President Melvin L. Gold expressed the belief that "film hasn't begun to scratch the surface of the television industry" and would ultimately become the biggest factor in it. He called upon every member of the council to contribute at least a half-hour a week to its activities. Citing the educative value of the council's forums to its members, and the acceptance by 75% of the industry of the council's standard TV film contract as beginning achievements, Mr. Gold said it could expect to become a great organization in the industry.

IRONRITE INC.

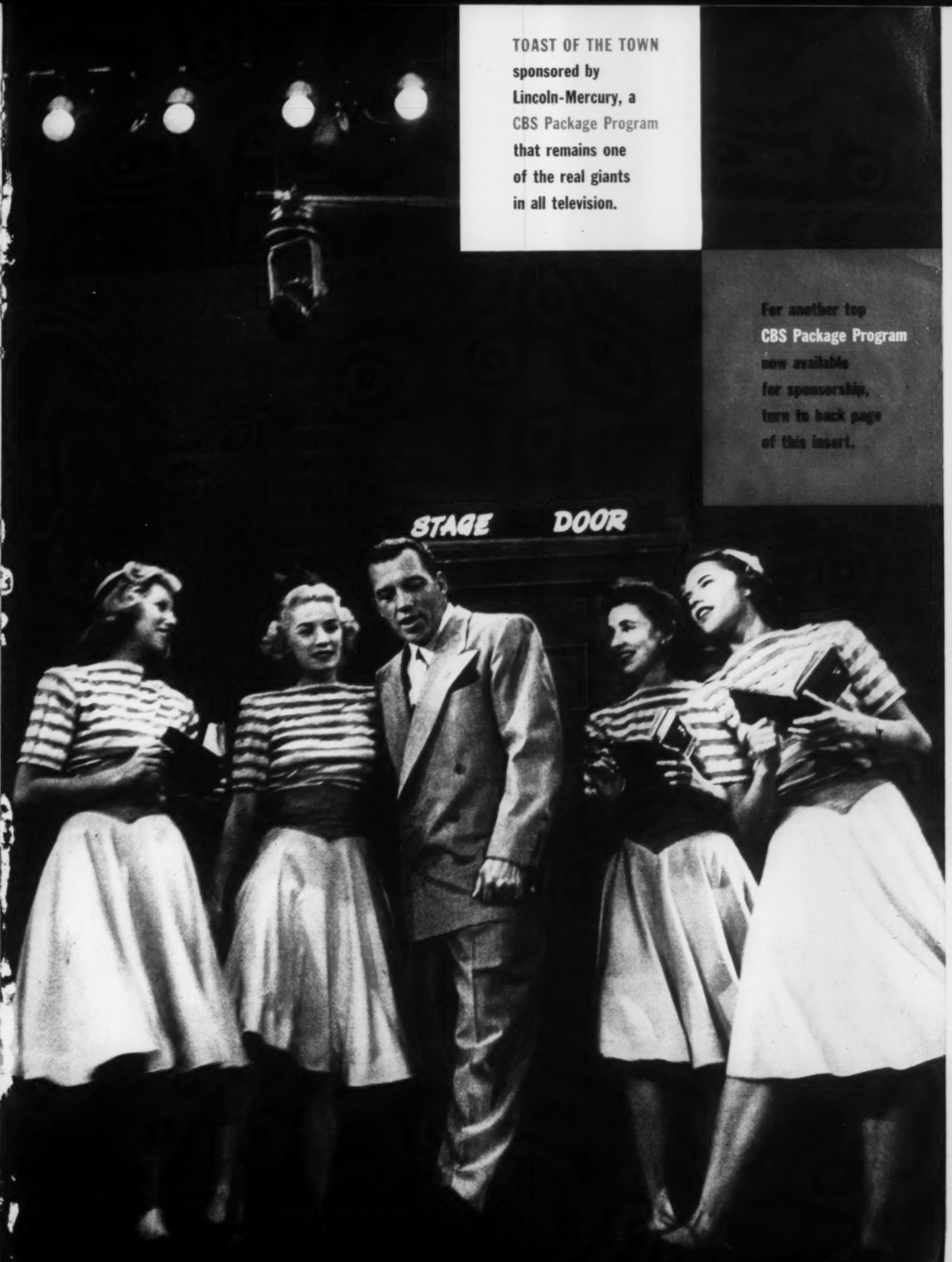
Starts New TV Show

REGARDING television as the ideal medium to promote sales of its product, Ironrite Inc., manufacturer of electric ironers, has announced it will concentrate on the medium to acquaint the public with its sales message.

Mr. Dabney

According to W. Richard Dabney, vice president, the company's new policy takes effect today (Oct. 2) with the premiere of *Hollywood Screen Test*. Ironite is sponsoring the half-hour weekly program over ABC-TV, Monday, 7:30-8 p.m.

Commenting on Ironrite's sponsorship, Mr. Dabney said: "It has been proved conclusively that nothing can approach an actual demonstration in selling Ironrites. The printed page can suggest what the ironer can do to lighten a woman's housework, but it remains for an actual demonstration to prove the point. . . . It is obvious that television enables us to dramatize our sales message with an actual demonstration right in the homes of millions of people."



TOAST OF THE TOWN
sponsored by
Lincoln-Mercury, a
CBS Package Program
that remains one
of the real giants
in all television.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

TELECASTING
NETWORK SHOWSHEET

Day	Network	PM 5:00	15	30	45	6:00	15	30	45	7:00	15	30	45	8:00	15	30
SUNDAY	ABC	Canada Dry Super Circus L (E-M)		Peters Shoe Co., M&M Ltd. (Alternating) Super Circus L (E-M)		*Stage Two Revue* F (E-M)		*Marshall Plan in Action* F (E-M)		*Think Fast* L (E-M)		Showtime U S A Dodge Motors L (E-M)		*On Trial* L (E-M)		*Sil* L
SUNDAY	CBS	*Capitol Cloakroom*		Household Finance Peoples Platform				Lamont, Corliss Mr. I. Magination		Wm. Wrigley Gene Autry		American Tobacco This Is Show Business		Ford Motor Co. Lincoln-Mercury Toast of the Town		
SUNDAY	DuMont									Co-op Starlit Time L (E-M) (NI)				*Rhythm Rodeo* L (E-M)		
SUNDAY	NBC	Quaker Oats The Gabby Hayes Show L		*Watch the World* L		*Hopalong Cassidy* (F)				Regent Cigarettes Leave It To The Girls L (E-M)		General Foods (Jello) Aldrich Family L (E-M)		Frigidaire Div. of GM Untitled Show-Bobby Clark, and Alternating every 4th Sunday wi Palm.-Peet, Colgate Comedy Hour		
MONDAY	ABC	*Mr. Magic* L (E-M)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)					*Club Seven* L (E-M)		Ironrite Corp. Hollywood Screen Test L (E-M)		Chrysler Sales Treasury Men in Action L (E-M)		*Myeri* *of Ch* F
MONDAY	CBS	*Lucky Pup*					*Snarky*		Kellogg Tom Ranger	*Stork Club*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	Lever-Lux Video Theatre		Lever-Lip Arthur God Talent Sc
MONDAY	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L F (E-M)			Co-op Susan Raye Show L			Co-op The Al M L
MONDAY	NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	C-P-P H' Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)	*Cactus Jim* L				RCA Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room	Reynolds News F (E-M)	Speidel Paul Winchell- Jerry Mahoney Show L		Firestone Voice of
TUESDAY	ABC	*Mr. Magic* L (E-M)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)					*Club Seven* L (E-M)		Procter & Gamble Beulah F (E-M)		Pontiac All-American Football F (E-M)		*Buck* L
TUESDAY	CBS	*Lucky Pup* L (E-M)					*Snarky*			*Stork Club*		Oldsmobile CBS-TV News	Pepsi-Cola F. Emerson	Prudential Insurance Prudential Family Theatre Alternate Weeks		
TUESDAY	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)			Co-op J. Edwards Her Songs & Her Piano L			
TUESDAY	NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	Kellogg Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L				Sealtest Kukla, Fran & Ollie L (E-M)		Van Camp Little Show John Conte L	Reynolds News F (E-M)	Texas Co. Texaco Star Theatre L (E-M)		
WEDNESDAY	ABC	*Mr. Magic* L (E)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)					*Club Seven* L (E-M)		Bendix Home Appliances Chance of a Lifetime L (E-M)		Arnold Baker's Life Begins at 80 L (E-M)		*Dick Trac* F
WEDNESDAY	CBS	Quaker City Chocolate Lucky Pup					*Snarky*		Kellogg Tom Ranger	*Stork Club*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	Toni Arthur Godfrey and His Frien	Pillsbury	Liggett & M
WEDNESDAY	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		Rosefield Packing Co. Captain Video L F (E-M)		Co-op Manhattan Spotlight L (E)	Co-op Susan Raye Show L			
WEDNESDAY	NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	Mars Inc. H' Doody L (E-M)	Intnl. Shoe Howdy Doody L (E-M)	*Cactus Jim* L				Ford Motor Div. Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room	Reynolds News F (E-M)	*Laugh Time* (L)		
THURSDAY	ABC	*Mr. Magic* L (E)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)					*Club Seven* L (E-M)		General Mills Lone Ranger* F (E-M)		Stop the Music Admiral & P. Lorillard L (E-M)		
THURSDAY	CBS	Bristol- Myers Ipana Lucky Pup					*Snarky*			*Stork Club*		Oldsmobile CBS-TV News	Pepsi-Cola Faye Emerson	American Safety Razor The Show Goes On		Columbia Rec
THURSDAY	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)		Co-op Manhattan Spotlight L (E)	Co-op J. Edwards Her Songs & Her Piano L			
THURSDAY	NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	Kellog Co. H' Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L				Sealtest Kukla, Fran & Ollie L (E-M)		Van Camp's Little Show John Conte L	Reynolds News F (E-M)	DeSoto-Plymouth You Bet Your Life F		TBA
FRIDAY	ABC	*Mr. Magic* L (E)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)					*Club Seven* L (E-M)		Green Giant Co. Life With Linkletter L (E-M)		Ronson Art Metal Works Life With Linkletter L (E-M)		Sun Oil Co N.Y. Giants Fo Huddle L (E
FRIDAY	CBS	Sundial Shoes Lucky Pup					*Snarky*		Kellogg Tom Ranger	*Stork Club*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	General Foods Maxwell House Coffee Mama		R. J. Reynol Man Against C
FRIDAY	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L F (E-M)		Co-op Manhattan Spotlight L (E-M)	Co-op Susan Raye Show L			Esquire Boot P Hold That Ca Start: 9/15 (E-
FRIDAY	NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	Mars Inc. Howdy Doody L (E-M)	Wander Co. Howdy Doody L (E-M)	*Cactus Jim* L				RCA Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room L	Reynolds News F (E-M)	Miles, Quiz Kids L		Gulf We the Peop
SATURDAY	ABC	*Mr. Magic* L (E)										General Mills The Irwins F (E-M)		American Dairy Assn Paul Whiteman TV Teen Club L (E-M)		*Paul* *TV Teen Cl* L (E-M)
SATURDAY	CBS						*Week In Review*	*The Big Top*				News A. C. Gilbert Boys R. R. 10/20 Club	Pepsi-Cola Faye Emerson	Anheuser-Busch The Ken Murray Show		
SATURDAY	DuMont									*Captain Video* L F (E)		*Country Style* L (E)				
SATURDAY	NBC			Lionel Joe DiMaggio Show	Alsco Co. Wendy Barrie L	*American Form of the Air* L		Brown Shoe Corp. Smilin' Ed. McConnell L (Alt. weeks) Pinky Lee F		Peter Paul Hank McCune		Manhattan Soap Co. One Man's Family L (E-M)				

Programs in italics are sustaining.
Time is EST.
L is live; F, Film; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; NI, Noninterconnected stations.

CBS Daytime

Monday-through-Friday, 4-4:30 p.m., Homemakers Exchange, L (E-M); 4:30-5 p.m., Vanity Fair, L (E)

NBC Daytime

Sunday—p.m.
3:30 Hanson Baldwin's [illegible] Room
4 Battle Report—[illegible]
4:30 [illegible]
5 [illegible]
5:30 [illegible]
Monday-[illegible]
4:30 [illegible]

4:30-4:45 Tues., Minute Maid Co[illegible]
4:15-4:30 Thurs. American Home Products Corp.
Saturday—p.m. 1:45 Ivy League Football Games, Atlantic Refining Co.

ABC

* Lone Ranger Thurs. 7:30-8 p.m. [illegible] on [illegible] stations in Souther[illegible] American [illegible] Co. General [illegible] of schedule.

XUM

A Service of BROADCASTING

	9:00	30	10:00	30	11:00
Sil Miss L (E-M)	*The Ruggles* F (E-M)	*Soap Box Theatre* F (E-M)	*Marshall Plan in Action* F (E-M)	Youth on The March Young People's Church of The Air	
tor Co. lercury he Town	General Electric Co. Fred Waring Show		Goodrich Celebrity Time	Jules Montenier Inc. Stoppette What's My Line	Arnold Robt. Q. Lewis
	Arthur Murray's Studios Party Time L (E-M)(NI) Start: 10/15				
iv. of GM Clark, and ob Hope Sunday wia Col- medy Hour L (E-M)	Philco Corp. Philco Television Playhouse L (E-M)		Congoleum-Nairn Inc. Garroway At Large L (E-M)	Nestle Co. (Nescafe) Take A Chance L	
Myeries of Chatown F	Pharma-Craft Am. Razor Blade Corp. The College Bowl L (E-M)	*Double Feature* F (E-M)			
Lever Lipton Arthur odfrey's Talent Scouts	Philip Morris Horace Heidt	General Foods-Sanka The Goldbergs	Westinghouse Studio One		Masland At Home Party L
Coop The Al Megan Show L (E-M)	Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI)				
Firestone ubber Co. Voice of irestone	Admiral Lights Out L	American Tobacco Co. R. Montgomery, Lucky Strike Theatre Alternates with Colgate-Palmolive-Peet, Musical Comedy Time (L)		Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open House L
Buck Rogers L (E-M)	Hudson Motor Car Co. Billy Rose L (E-M)	Mogan David Wine Can You Top This? L (E-M)	*Roller Derby* L (E-M)	American Tobacco Co. Roller Derby L (E-M)	
nsurance aily Theatr Weeks	R. J. Reynolds Vaughn Monroe Show	Electric Auto-Lite Suspense	Block Drug Danger	TBA	
	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)		Food Store Programs Corp. Star-Time L (E-M) (NI)		
Co. Theatre M)	Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M)	P. Lorillard Original Amateur Hour L		Anchor Hocking Open House L
Dick Tracy F (E-M)	Philco Corp. Don McNeill TV Club L (E-M)		Co-op Wrestling L (E-M) (To Midnight)		
Liggett & Myers d His Friends	*Bymart* (Start: 10/18)	P. Lorillard Embassy Cigarettes The Web	Pabst Sales Co. Blue Ribbon Bouts		
	Co-op Famous Jury Trials L (E) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)	Tidewater Assoc. Oil Broadway to Hollywood L (E-M)		
ime	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	Armour Stars Over Hollywood F	Anchor Hocking Open House L
lusic Lorillard)	Packard Motors Holiday Hotel L (E-M)	Gruen Watch Co. Blind Date L (E-M)	Seeman Bros. I Cover Times Square L (E-M)	Blatz Brewing Co., Roller Derby Florsheim Shoe Co. Red Grange Predicts (11:15 to 11:30)	
-Columbia Records oes On	Kroger Co. Alan Young Show	Lever Rinso Big Town	Philip Morris Truth or Consequences	Nash Motors Nash Airflyte Theatre	
	Kaiser-Frazer Ellery Queen (Starts 10/19) L (E-M) (NI)		*Boxing* L (E-M) (NI)		
TBA	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane, Private Eye L	TBA	Anchor Hocking Open House L
Sun Oil Co. N.Y. Giants Football Huddle L (E-M)	Jos. E. Schlitz Brewing Corp. Pulitzer Prize Playhouse L (E-M)		Best Foods Inc. Penthouse Party L (E-M)	*Diane Dozee Show* L (E-M)	Exquisite Form Bra's L (E-M)
R. J. Reynolds Man Against Crime	Ford Motor—Ford Theatre Magnavox—Magnavox Theatre Alternate Weeks		Nash Kelvinator Morton Downey	Sylvania Electric Beat the Clock	
Esquire Boot Polish Hold That Camera rt: 9/15) L (E-M) (NI)	Bond Clothing Stores Hands of Mystery L (E-M) (NI)	*Roscoe Karns, Inside Detective* L (E-M) (NI)	Drug Store TV Productions Cavalcade of Stars L (E-M) (NI)		
Gulf We the People	Bonafide Mills Versatile Varieties L	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L	Gillette Boxing L	Chesebrough Greatest Fights F	Anchor Hocking Open House L
Paul Whiteman TV Teen Club L (E-M)	Sun Oil Co. Nat'l Football League Professional Game to completion L (E-M)				
ch y Show	*Frank Sinatra*		Carter Ludens	Sterling Drug Sing It Again	
	Allen B. Dumont Labs Saturday Night at Madison Square Garden L (E-M)		Co-op Wrestling L (E-M)		
	Campbell Soup, Whitman's, Johnson's Wax, Wildroot, Snow Crop, Minn. Mining & Mfg., SOS, Benrus, Crosley Saturday Night Revue L (E-M)			American Tobacco Co. Your Hit Parade L	Roma Wine Party Time At Club Roma (11-11:30)

DuMont Daytime Schedule

12:00 Headline Clues—with George F. Putnam
12:30 p.m. Johnny Olson's Rumpus Room
1:00 Dennis James' Okay Mother
1:30 Man on the Street—with Dan Peterson
1:45 Susan Raye Sings

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
October 2, 1950
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CBS PRESENTS

Coy Reviews Color

(Continued from page 57)

> do not buy an adapter, they will not be able to receive programs transmitted in color. As the number and quality of color programs grow, the owners of present receivers will either buy an adapter or turn their old set in for a new model which is a color receiver or at least has adaptability built into it.
>
> For the broadcaster, the initial months of color broadcasting can be difficult. There will be comparatively few receivers that can tune in on his color programs. Of course, the adoption of bracket standards by manufacturers would make the broadcaster's task much simpler. For, if the Commission postpones a color decision upon receiving assurances from manufacturers that they will manufacture receivers with bracket standards, there will be no broadcasting of color programs except on an experimental basis.
>
> If, as a result of such postponement, a successful compatible system should be developed, the broadcaster would have an audience that could receive his color programs in black-and-white. However, if no compatible system succeeds and the Commission adopts the incompatible CBS system, a portion—and a continuously growing portion—of the television audience will have receivers capable of receiving a black-and-white picture from the color broadcasts.
>
> The extent of this audience will depend on the rate of production that is achieved by manufacturers for bracket receivers. And each month that passes will increase the size of the audience that is available for color programs.

'Supported by Evidence'

Chairman Coy emphasized that the Commission was unanimous in its findings with respect to the three color systems. Though the result of the report was naturally "disappointing to some of the parties," he said, "there has been no intimation by anyone that the Commission's findings are not supported by the evidence in the record."

Reviewing the decision, he said two "fundamental defects" of the RCA and CTI systems involved picture quality and color reproduction, and system complexity. He noted that in the demonstrations RCA and CTI were unable to keep accurate registration and color control even though trained operators "hovered over the equipment."

"You can imagine what the situation would be like in the ordinary home where children or untrained adults had to operate such receivers," he asserted. He continued:

> The conclusion appears to be inescapable that CTI and RCA devoted so much of their efforts to the compatibility part of their systems that they never succeeded in producing satisfactory color. The net effect from the adoption of either system by the Commission would be that the public would continue to receive black-and-white pictures. We did not believe that the public would buy receivers that would get the type of color pictures that RCA and CTI showed to the Commission.

CBS color pictures, he reported, were "of high order" in quality and color rendition, and equipment was easy to operate. He conceded the picture has fewer lines, but said this is more than offset by the addition of color. He also conceded that CBS black-and-white reception does not match present black-and-white in quality, but said the same was also true in the case of RCA and CTI. "However," he said, "I regarded such pictures as satisfactory in the case of CBS and RCA and unsatisfactory in the case of CTI."

As to the need for bracket standards, he said:

> (1) No successful compatible system has been demonstrated; (2) "it is entirely too easy to invent a new compatible system every time the Commission appears to be ready to adopt an incompatible system," with the number of receivers meanwhile growing until, "as a practical matter," an incompatible system could not be adopted; (3) changes could be made in black-and-white standards to take advantage of benefits of horizontal interlace and long-persistence phosphors, if further study proves them feasible.

Mr. Coy acknowledged that bracket sets would cost more than present receivers. The extra cost, he thought, would be approximately the same as the estimated cost of adapting present sets to receive CBS color in monochrome.

Convertibility Question

On the question of convertibility, he said CBS demonstrated "the only practical converter." CTI demonstrated none, and RCA's "was demonstrated only once and was apparently withdrawn, although the record is not absolutely clear on this point." But, he continued, "the question as to the convertibility of the RCA and CTI systems did not prevent the consideration of all the systems on their merits."

Mr. Coy emphasized that the color question is only one phase of the overall television proceedings—which, he said, exemplify "the nation's dependence" upon electronics engineers.

"We are in great debt to you for the long way you have brought us in the past quarter of a century," he told his listeners at the National Electronics Conference.

To the Chicago Television Council he said: "The Commission believes that television is destined to become the dominant form of broadcasting and is destined to be of inestimable service in promoting the welfare of the American people. We are anxious to see the service extended the length and breadth of the nation at the earliest possible moment. In that effort, we solicit your cooperation."

After Mr. Coy's resume of color television history for the Television Council, the speaker answered questions from the floor. Commenting on "Why are obscenities permitted on television and not on radio?" Mr. Coy said "it is most unfortunate that there is a tendency toward bad taste and even obscenity in television. This is a very important matter." Explaining that obscenity in radio is in violation of the criminal code, the FCC Chairman said much of the "bad taste" in TV is in movements and actions, "and in some cases in exposures," rather than in the spoken word.

"The problem is one for the industry to handle, to avoid government intervention and a possible puritanical complex," he said. He suggested that management and programming officials assume responsibility, but "if the trend gets worse, perhaps the government's action will get worse."

Military Needs

Mr. Coy said possible production setbacks in the future, because of war production and demands of the military, would not affect the color decision, "but might affect implementation of it" if military demands were great.

Commenting on four questions, all concerning the FCC's approach to Phonevision, Mr. Coy reiterated his stand in favor of "any form of box-office television which will help bring to viewers the best entertainment in the country."

Another question: "If a satisfactory compatible system is demonstrated within six months after the (possible) adoption of the CBS system, would it be too late for adoption?" Chairman Coy answered: "I hope with all my heart we can have a compatible system, which is why we are giving the manufacturers an opportunity now to adopt bracket standards. Compatibility could not be adopted with the same ease after acceptance of the CBS system as now, and then we would have the same problem of decision as before. Compatibility would have an additional hurdle after adoption of the CBS system."

'Many Problems New'

The final questioner asked Chairman Coy if owners of the various color television systems knew in advance of the FCC hearings what the Commission's criteria of judgment were. Mr. Coy, replying that the hearings "were a good education for us as to what to look for in color television," said "we didn't anticipate all of the problems." Because many of the problems were new, "we are now giving the benefit of our hindsight judgment to the TV concerns, giving them a chance to meet FCC standards."

The Chicago Television Council met jointly with Radio Management Club. Guests at the opening fall session numbered about 250, including industry leaders at the speaker's table. They were I. E. Showerman, NBC Chicago vice president and Television Council president who was toastmaster; John H. Norton Jr., vice president in charge of ABC's Central Division; Art Harre, general manager of WJJD Chicago and president of Radio Management Club; Frank Schreiber, general manager of WGN-AM-TV Chicago; Ralph Brent, sales manager, CBS Chicage, and Bishop Bernard J. Sheil, director of WFJL (FM) Chicago.

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in the great
MIAMI
market area
13 AM STATIONS
DIVIDE 121,000
RADIO HOMES
but
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STATION HAS
36,000
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TV Shares Makes Annual Forecast

(Report 131)

RCA WILL produce more TV receivers this year than any of the 100 manufacturers in the industry; the entire group will make more than 6.5 million sets in 1950 if the supply of "critical" parts is maintained, and TV set makers are too busy with black-and-white equipment to concern themselves with color for "a considerable time."

These are predictions made by Television Shares Management Corp., Chicago investment adviser and sponsor of Television-Electronics Fund Inc., in its annual industry forecast last week.

RCA, expected to be the top producer with 950,000 units, will be followed by Philco with 900,000, and Admiral with 850,000. Others among the top 10 are Motorola, 650,000; Zenith, 475,000; Emerson, 450,000; General Electric, 425,000; DuMont, 275,000; John Meck Industries, 200,000, and Hallicrafters, 190,000.

War Influence

TV Shares has scaled down its former production estimates on individual companies because of the "very tight situation in some components" since the outbreak of the Korean war. "The industry has been unable to take care of the increased demand for component parts," and short items include receiving tubes, resistors, condensers and silicon steel for transformer laminations.

Because in 1929 consumers spent a little more than 1% of disposable income on radios, and in 1949 a little less than 1% on radio and television, Television Shares expects this constant to be in effect this year, with a demand perhaps "exceeding easily" seven million units. Most of this would be for TV sets.

Regarding color, the investment firm sees "little chance that it will play an important role in the consumer end of television until a more normal situation is achieved nationally and internationally. Manufacturers are so busy with black-and-white television equipment, as well as preparing for a 'guns and butter' economy, that considerable time could elapse before color is a large-scale commercial reality."

* * *

Nielsen Reports New York Ratings

NIELSEN RATINGS for the New York area covering the four weeks ended Sept. 9 show *Toast of the Town* as the top ranking television program. New York, evening, once-a-week programs reported as follows:

Rank	Programs	Nielsen TV-rating Homes %	Homes (000)
1.	Toast of Town	41.4	615
2.	Talent Scouts	29.7	441
3.	Studio One	25.0	372
4.	Premiere Playhouse (WCBS)	24.4	363
5.	Fireside Theatre	23.5	349
6.	Martin Kane	22.7	337
7.	Suspense	21.6	321
8.	Lights Out	20.3	302
9.	Mama	19.6	291
10.	This is Show Business	17.9	266

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Eating Out Drops After TV Set Purchase

WITH the restaurant business falling off slightly from last year, television has been found to be partly responsible. One-fifth of the TV set owners go out to dinner less often now than they did before getting a set. This is among the findings of a nationwide survey conducted by Opinion Research Corp., Chicago, for General Foods Corp. and the National Restaurant Assn.

* * *

Limited Color Use Seen by Meck

COLOR—when it comes—will be used only on special telecasts or extravaganzas for many years, John S. Meck, president of John Meck Industries and Scott Radio Labs., told dealers at a meeting Monday in Chicago.

To back his viewpoint, Mr. Meck cited the case of color movies. "Even after years of having them, we see only an occasional color film today. The public doesn't feel cheated when it sees a black-and-white movie; it just likes the color picture a little more. The economics of movie-making dictate how many color films are produced. The same thing will be true of color television, when it comes some time in the future," Mr. Meck said.

Weekly Television Summary—October 2, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	4,550
Ames	WOI-TV	16,295
Atlanta	WAGA-TV, WSB-TV	57,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	207,729
Binghamton	WNBF-TV	20,400
Birmingham	WAFM-TV, WBRC-TV	21,200
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	489,942
Buffalo	WBEN-TV	120,464
Charlotte	WBTV	28,783
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	568,063
Cincinnati	WCPO-TV, WKRC-TV, WLWT	157,000
Cleveland	WEWS, WNBK, WXEL	287,498
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	70,958
Davenport	WOC-TV	18,373
Quad Cities Include Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	306,420
Erie	WICU	38,700
Ft. Worth-Dallas	WBAP-TV, KRLD, WFAA-TV	70,958
Grand Rapids	WLAV-TV	47,846
Greensboro	WFMY-TV	19,500
Houston	KPRC-TV	39,607
Huntington-Charleston	WSAZ-TV	20,100
Indianapolis	WFBM-TV	80,000
Jacksonville	WMBR-TV	19,000
Johnstown	WJAC-TV	30,175
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	50,542
Lancaster*	WGAL-TV	58,884
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	693,369
Louisville	WAVE-TV, WHAS-TV	
Memphis	WMCT	49,278
Miami	WTVJ	36,400
Milwaukee	WTMJ-TV	145,557
Minn.-St. Paul	KSTP-TV, WTCN-TV	121,400
Nashville	WSM-TV**	8,500
New Haven	WNHC-TV	95,500
New Orleans	WDSU-TV	34,348
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,535,600
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	29,365
Oklahoma City	WKY-TV	42,254
Omaha	KMTV, WOW-TV	35,334
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	595,000
Phoenix	KPHO-TV	16,150
Pittsburgh	WDTV	133,000
Portland, Ore.	....	978
Providence	WJAR-TV	78,980
Richmond	WTVR	39,926
Rochester	WHAM-TV	48,631
Rock Island	WHBF-TV	18,373
Quad Cities Include Davenport, Moline, Rock Island, East Moline		
Salt Lake City	KDYL-TV, KSL-TV	25,300
San Antonio	KEYL-TV, WOAI-TV	27,745
San Diego	KFMB-TV	56,800
San Francisco	KGO-TV, KPIX, KRON-TV	85,345
Schenectady	WRGB	99,500
Albany-Troy		
Seattle	KING-TV	37,800
St. Louis	KSD-TV	165,500
Syracuse	WHEN, WSYR-TV	63,372
Toledo	WSPD-TV	53,000
Tulsa	KOTV	40,160
Utica-Rome	WKTV	22,100
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	160,575
Wilmington	WDEL-TV	42,777

* Lancaster and contiguous areas.
** New station in this report.

Total Markets on Air 62 Stations on Air 107 Sets in Use 7,715,951

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

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133,000
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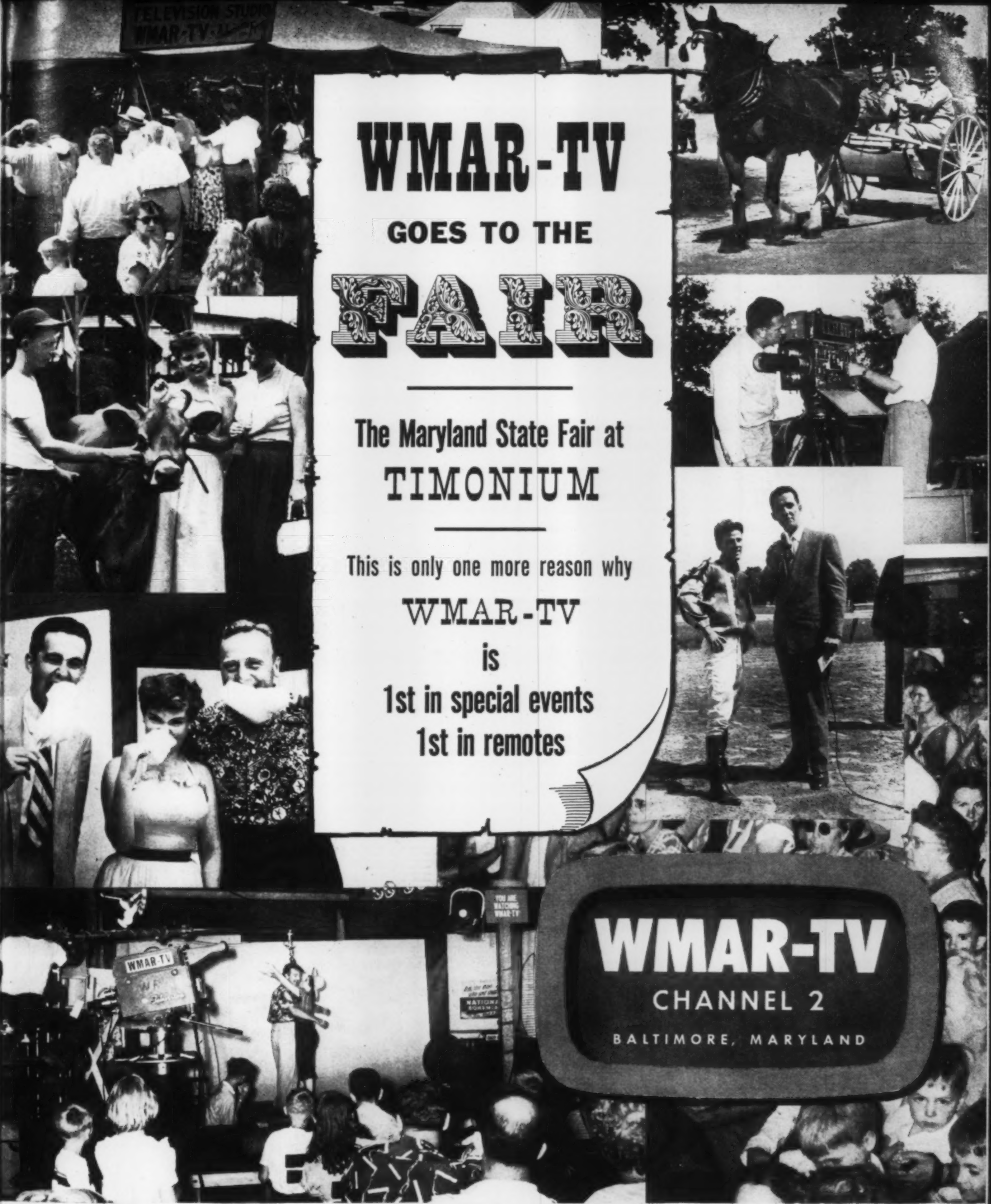


WMAR-TV
GOES TO THE
FAIR

The Maryland State Fair at
TIMONIUM

This is only one more reason why
WMAR-TV
is
1st in special events
1st in remotes

WMAR-TV
CHANNEL 2
BALTIMORE, MARYLAND

Represented by the Katz Agency Inc. NEW YORK ★ DETROIT ★ KANSAS CITY ★ SAN FRANCISCO
CHICAGO ★ ATLANTA ★ DALLAS ★ LOS ANGELES

Television affiliate of the Columbia Broadcasting System

Can't Give Answer

(Continued from page 57)

CBS color transmissions DuMont said it did not believe "people would be interested in purchasing color receivers."

The company was not allowed to demonstrate its best receivers against color sets during the hearings, Dr. DuMont reminded, a privilege granted in the 1947 hearing, adding, "We believe that the Commission's decision to a large extent was affected by this comparison." Such a test, he believed, would have prevented a pro-CBS proposal. In any case, he concluded, the decision should be postponed so research can continue but allocation hearings should proceed to permit lifting of the freeze.

Admiral Corp., Chicago, one of the top industry set makers, could not make the FCC's deadline though its engineering staff "has been working diligently," according to Ross D. Siragusa, president. Admiral hasn't been able to complete necessary engineering to arrive at a valid conclusion, he said.

Attachments outlining work still to be done by its engineering department were included in the Admiral letter, which concluded, "Our thinking in the matter is that we shall continue to work aggressively until such time as an adequate solution can be reached. At that time we should like to present our findings and conclusions to the Commission."

Another large manufacturer, Hallicrafters Co., employing 2,200 workers, has made "every effort" to cooperate with the FCC proposals, according to President W. J. Halligan, but needs another three to six months of engineering development to design and field test a bracket switch capable of quality performance and justifying commercial manufacture.

Depends on Tests

Calling this schedule "indefinite and optimistic," Mr. Halligan said it depends on development of test equipment, structures, coils, switches and possibly tubes.

Actually, he said, the company doesn't know what will come of its research at the present state of the electronic art. The company is a leading maker of precision equipment used in industry and the armed forces.

After engineering release, two to four months would be required for the materials procurement cycle, according to Mr. Halligan, who added, "In view of complications and obscurities" the firm is "willing but unfortunately not able to give an unconditionally affirmative statement."

Concluding, he said, "Meanwhile we have faith that the continuous and strenuous study of the problems" by Hallicrafters and the industry will develop a solution to the color TV problem in the best public interest.

As chief victim of the FCC's Sept. 1 order RCA explained its grievances in detail, pointing to what it described as errors in the FCC's appraisal of color systems and inconsistencies in its reasoning and conclusions.

The 67-page document opens with the charge that FCC's "major reason" for the proposed change is an "attempt to make possible the adoption of the incompatible low-definition CBS color system."

RCA explains at the start that it will continue its color research of a "compatible, all-electronic, high definition color system" and not adopt the CBS attitude of 1946 when that network said it would quit color research if its system were not adopted.

FCC's proposed decision on "difficult scientific questions" is in face of "professional judgment of practically the entire industry," RCA charges, and would deny the public, broadcasters and manufacturers their rights under the law. RCA cites in detail findings of "the learned scientists comprising the Condon Committee and the members of the commission," urging the American people have a chance to give a verdict after viewing RCA and CBS systems for a reasonable time.

RCA Stand

The FCC admitted it is not satisfied with CBS color, RCA claims, and adds it "admittedly does not understand the RCA all-electronic, high-definition, compatible color systems." FCC is obligated to inform itself as to basic principles of this system and the superior performance it makes possible, RCA contends.

Facing adoption of standards which should last for decades, FCC is charged with adopting bracket standards, "obviously a make-shift compromise proposal, serving perhaps to obtain unanimity within the Commission, but failing to serve the public interest."

The FCC's attention is directed to its recognition that compatibility, high resolution, large direct-view picture size and other RCA advantages are essential to any system, yet RCA's method would be outlawed when CBS has shown "none of these attributes," it is charged.

Noting RCA is "completely compatible," the brief says FCC itself recognized CBS has "degraded resolution" by asking more data on effect of horizontal interlace on the CBS system. RCA adds this is integral in its system. FCC is charged with judging the "ten-year-old" incompatible system "by far more lenient standards than those applied to RCA.

In FCC's comments on the RCA method, RCA finds what it terms "ingeniously phrased statements" conveying impressions of inferiority without literally saying so. FCC's doubts about RCA's ability to develop more than 7 footlamberts brightness, as shown April 6, were answered by actual showings of pictures many times that bright, it is stated.

DRINKING a toast to the new Faye Emerson Pepsi-Cola television show which made its debut last Tuesday (Sept. 26) on CBS, are Faye Emerson and Alfred N. Steele, president of the Pepsi-Cola Co. The new Tuesday-Thursday-Saturday series is telecast in approximately 36 cities.

FCC's "error" in judging RCA by what it saw on laboratory sets was compared to appraisal of the airplane's values on basis of the Wright brothers Kitty Hawk tests. The FCC reference to tolerance of 1/11,000,000 of a second in RCA's system was answered with the observation that present black-and-white sets provide accuracy of the same order, and higher. These tolerances are present in many types of electronic equipment, RCA added.

RCA recalled that in the 1947 color decision FCC said it must be satisfied the system will work and that it "is as good as can be expected within any reasonable time in the foreseeable future." RCA observed the FCC has demanded 525-line definition since 1940 but now "is willing to settle for 405 lines" because it sees greater "apparent definition" because of color.

'Major Changes Required'

Major changes are required in present sets if they are to receive CBS color in monochrome, RCA said, charging the proposed bracket standards are unnecessary, costly and contrary to the public interest. RCA charges the bracket idea is designed "to obtain the time believed necessary to improve the CBS system."

Present standards for black-and-white should not be abolished without a hearing, RCA contends. Bracket standards will be expensive, it is claimed, and RCA has not even had time to complete design of sets. This major redesign will require expensive switching arrangements and cut the retrace time in half.

Listed are specific design changes in horizontal synchronization and deflection system, vertical system, power supply—all adding up to an estimated $61 for automatic or $50 for manual switching. These figures apply to new sets and RCA figures they would cost the public $400 million a year for new sets based on current output of 6,500,000 sets a year. If viewers get anything for the money it will be only a degraded black-and-white picture, without color, according to RCA.

It's impossible to get into production of sets before second quarter of 1951, RCA contends, since its models would have to be "completely redesigned." That doesn't allow for design testing. With components scarce, critical materials would be used unnecessarily and an inflationary effect would develop, it is claimed.

Concluding, RCA says, "The Commission's action is unique. Never before has an administrative body of the United States undertaken to coerce the freedom of choice of American manufacturers in what they may build and sell under threat that if they do not obey, drastic consequences to the public will follow."

Appendices include detailed analysis of conflicts between FCC's findings and those of the Condon Committee.

A California manufacturer making sets of types not used in homes, Conrac Inc., said it will not undertake to modify its receivers to operate within bracket standards. The firm cited "considerable technical difficulties" and observed that with nearly all components in tight supply it would take months to obtain new components once it is determined what they should be.

W. J. Moreland, Conrac president, said he personally felt FCC will make a "grievous error" if it sets up standards for a noncompatible color system.

Andrea Corp. Stand

Andrea Radio Corp., Long Island City, stating it has made quality radio and TV sets for 30 years, claimed introduction of variable line and field frequency controls to convert TV sets does not fully meet the solution of a standardized color system. "We cannot therefore honestly share the Commission's view on this proposal," it is stated.

To meet long-range commercial aspects and avoid public ill-will the color method must be compatible and fully electronic, it is agreed. FCC adoption of the Sept. 1 report, according to Andrea, would bring plantwide layoff of 335 persons, an unsafe inventory buildup and financial burden. New engineering designs and material procurement would be necessary, along with new factory synchronizing equipment and pilot testing. Commercial release would not come before April 1951, it was felt.

Andrea urged one overall standardization instead of individual steps or dual standards, avoiding burden on the ultimate consumer such as exists in the phonograph field.

First reply received by the FCC last week was that of Packard Bell Co., Los Angeles, filed Sept. 22. Robert S. Bell, executive vice president, said the company regretted it is not possible to start making bracket decisions by the November deadline.

Since it had not anticipated the FCC's Sept. 1 report, Packard-Bell had not done any substantial engi-

(Continued on page 72)

THE CABLE IS HERE

KANSAS CITY

...AND SO IS WDAF•TV KNOW-HOW!

One year ago WDAF-TV beamed its first picture to a waiting city and area. Today more than **60,000** set owners approve its popular blend of news, sports, music, drama, movies, public service and studio presentations.

Now WDAF-TV is on the cable . . . carrying top shows of ALL networks . . . keeping Kansas City television dealers hopping to meet demand.

If you want ACTION in the husky, thriving Kansas City market, put WDAF-TV audience-pleasing, sales-building know-how behind your product.

Field Intensity Map and Coverage Information on request.

Kansas City's ONLY Television Station

WDAF•TV

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

Channel 4

Represented Nationally by **HARRINGTON, RIGHTER & PARSONS, Inc.**

Industrial TV

(Continued from page 60)

completed the following applications:

(1) A TV unit, lowered into a well, revealed that the sides of the casing were clear but a joint was broken; (2) equipment has been used with "much success" in atomic power and nuclear physics; (3) underwater work, with gravitation of a ship's propeller; (4) direct observation of steel and feeding furnaces in a sheet mill in the steel industry, and (5) shovels and coal washers at tipples in coal plants.

Mr. Good reported reliability of equipment, which has operated 24 hours daily, seven days a week, for six months "without any attention whatsoever." Standard equipment will transmit industrial information 1,000 feet, and to greater distance with addition of boosters and a carrier system. Several sets can be fed from one camera.

Remote Control

Mr. Hermanson explained that stereo television is controlled remotely at Argonne National Lab so that radioactive materials can be handled safely. Men on the remote control engineering division staff developed the experimental three-dimensional video system. They used standard TV equipment (all DuMont), modified somewhat by principles of stereoscopy.

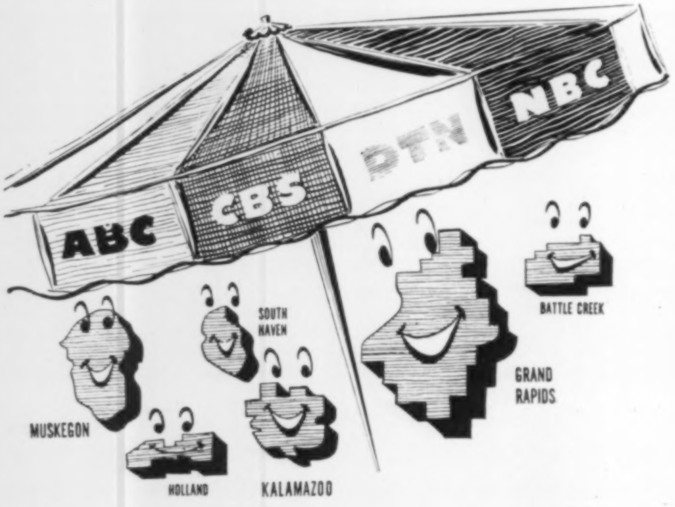
The system now used—and several were developed and tested—utilizes two TV picture tubes, arranged at right angles to each other. A semi-transparent mirror is placed at 45 degrees to both tubes. Crossed polarizing filters are placed in front of each picture tube, and the observer wears crossed polarizing spectacles. Both images of the stereo pair appear on the tubes, but positioning controls and masks enable the right eye picture to appear in the center of one tube and the left eye picture in the other.

The observer gets a three-dimensional image by watching one by transmission (through the semi-transparent mirror) and the other by reflection. "The observer should have the illusion of looking through a window on the face of the viewing tube," said Mr. Hermanson.

Sufficient brilliance on the surface of the 12½-inch tubes is achieved with use of 12,000 volts, higher than normal, he said. Additional brightness is needed because 85% of the light is lost in transmission and filtering. Although the present system uses only one camera pickup tube, "a more desirable" system would employ two, arranged side by side horizontally. The left pickup tube would supply a left eye view to the left TV receiver, and the right pickup tube to the right, Mr. Hermanson concluded.

Data for Mr. Hermanson's paper were compiled by him, H. R. Johnston, now a graduate student at the U. of California, and Dr. H. L. Hull, director of the remote control engineering division at the atomic energy plant near Chicago.

nothing but smiles
under our umbrella!



GRAND RAPIDS
DETROIT

WLAV-TV
CHANNEL 7 — GRAND RAPIDS
ONE YEAR OF SOLID SERVICE
Represented by John Pearson

NBC VHF OUTLET

FCC Give Temporary Grant

SPECIAL temporary authority was granted by FCC to NBC last week for operation of a VHF transmitter on Channel 4 at the site of the RCA-NBC experimental UHF station in Stratford, Conn., KC2XAK. Purpose is to compare VHF and UHF signal strengths, picture quality and other factors.

The authorization is for 90 days. The VHF composite transmitter will use 50 w. KC2XAK, duplicating programs of NBC's WNBT (TV) New York, is continuing regular UHF broadcasts Tuesday through Saturday from about 9 a.m. until WNBT's signoff. By mid-1950 KC2XAK had operated more than 2,000 hours. Details were related to FCC in RCA's progress report on color television and UHF in late July [TELECASTING, Aug. 7].

Meanwhile, FCC announced it earlier had incorrectly reported extending to Oct. 13 authority of NBC's WNBW (TV) Washington to air RCA color programs on a test basis. FCC said it corrected the extension date to Oct. 20.

ROLFS CAMPAIGN

TV Spot Drive Planned

KEYED for late fall and Christmas selling, a schedule of spot announcements over 48 TV stations will be launched by Rolfs (billfolds and personal leather goods), West Bend, Wis., beginning Nov. 20 and continuing through Dec. 22. Cramer-Krasselt Co., is agency.

For the campaign, Sarra Inc., TV film producer, has completed four dramatic spot announcements. The announcements are scheduled a total of 15 times on each of the 48 stations.

Can't Give Answer

(Continued from page 70)

neering work on a bracket switch. The work is incomplete and the company in addition would want to field test the switch to produce a good product and accomplish the FCC's basic purpose, it was stated.

Difficulty of finding test equipment was cited, along with shortage of components. Packard-Bell added that needed components might require custom design and tooling. Moreover the firm can't yet tell if the present chassis and cabinets would accommodate the switch with chance of re-designing and re-tooling.

While Packard-Bell said it intended to go ahead with engineering and will provide definite information if the Commission requests, it suggested the answer "might be of purely academic interest by the time we have done a thorough and workmanlike job of engineering and scheduling." The company said it awaited word from FCC on its desire for such information.

Film Report

SNADER **Telscriptions Corp.**, Hollywood, exhibited samples of three-minute musical TV films at series of showings in Delmonico Hotel, New York. **Louis D. Snader**, president, said 80 of proposed 960 productions already completed.

Churchill - Wexler Productions, Los Angeles, has completed 20 one-minute and 20-second spots for **Sears**, Los Angeles appliance store. Agency, **Mayers Co.**, same city. . . . **Harlow Wilcox**, announcer, signed by **Jerry Fairbanks Productions**, Hollywood, to narrate new TV film commercial series for **Oldsmobile**. **H. T. Tsing**, actor, also signed by firm for leading role in new series of TV film spots for **Guild Wine.**

Richards

(Continued from page 34)

the daily "International Disc Jockey" show on KNX Los Angeles;

Robert A. Mays, owner of Mays & Co., Los Angeles agency; Clinton Anderson, Beverly Hills chief of police; David E. Janison, information division director, Los Angeles City Health Dept.; Freeman Lusk, TV program moderator and former supervisor of information for the Los Angeles City Board of Education.

Rabbi Kramer, shown an allegedly anti-Semitic document attributed to Mr. Richards, was asked by Mr. Cottone whether this would influence his testimony.

"Most certainly it would," he replied. "I was not aware of this letter. I would say he was gravely suspect. I would say these letters were conclusive, but I would seek further information about him."

Under questioning by Mr. Richards' counsel he said: "My opinion is that a man, to be anti-Semitic, . . . need not be a complete scoundrel. On the basis of what I've heard here, I have grave suspicion of this man."

Mr. Rivkin testified under questioning that it was his personal belief that KMPC seemed to be partial and, at times, anti-Semitic and anti-Negro.

Mr. Berger testified he had been present many times when Mr. Richards telephoned Clete Roberts, former KMPC director of news and public affairs and one of FCC's key witnesses, to give instructions on "what he wanted played up or played down" in the news. He said there were "many times when both Clete and myself and probably many of the other boys went on our own if we thought our judgment was better in that particular field in which we were specialists."

Mr. Nesbitt said he attended staff meetings at which Mr. Richards "left no doubt in your mind that the man was a Communist hater." He also testified that at none of these meetings did Mr. Richards "instruct us as to how to treat news," but this testimony was ordered stricken upon motion of Mr. Cottone.

XUM

MITCHELL Tells NJBA of Radio's Permanence In The American Community

THE FUTURE of radio depends on individual stations, Maurice B. Mitchell said in a dinner speech before the New Jersey Broadcasters Assn. in its third annual Radio Institute held in Asbury Park last week.

Mr. Mitchell asserted that the most intimate means of communication in a community 10 years from now will still be radio, if the individual broadcasters act upon the challenge.

He emphasized the value of local news and entertainment since radio's future depends on the individual station owner, not the networks and agencies anymore. He added that the day when a broadcaster could obtain a license and make money merely by imitating the networks is over, with the approaching era demanding individual imagination in programming and sales.

"The independents who have had to rely on themselves all along are better prepared to meet the challenge than many network affiliate stations," Mr. Mitchell said. "With a sharp decline in network AM billings and agency purchases of coast-to-coast network shows, radio has come back to the people who've been taking the risks from the beginning; the individual broadcasters making the investments and paying the bills."

"The broadcaster is the only man whose faith in radio has remained constant. He has to assume leadership, stop imitating the networks and step out with new techniques. The primary requirement in radio from now on is—know-how. It hasn't always been that way."

In an afternoon meeting, J. R. Poppele, chairman of communications committee, N. J. State Civil Defense and vice president of WOR New York, revealed that radio and television will have an educational as well as an emergency role in the state defense set-up.

All stations will be at the disposal of the civil defense organization. Commercial radio and TV stations will be used to educate New Jerseyites to prepare for possible enemy atomic attack.

Election of officers for the coming year also was held at the two day session, with the present slate unanimously reelected: President, Carl Mark, WTTM Trenton; vice president, Ranulf Compton, president of WKDN Camden; secretary-treasurer, Thomas B. Tighe, general manager, WJLK Asbury Park. Harry Goodwin, WNKR Newark, and Fred Weber, WFPG Atlantic City were elected to the advisory committee.

SERIES VIEWERS

To Top 35 Million—Poppele

FROM 35 million to 42 million people will see telecasts of the World Series, J. R. Poppele, president of Television Broadcasters Assn., predicted last week.

Mr. Poppele, who also is vice president of WOR-AM-TV New York, a stockholder station in MBS which holds a basic contract with baseball for radio rights to the World Series, based his estimate on the fact that 85% of the 8,500,000 TV sets in the country will be reached by stations carrying the game. He thought an average of five to six persons would watch each set.

Cable to WFMY-TV

WFMY-TV Greensboro, N. C., owned and operated by the Greensboro News Co., was scheduled to begin network telecasting last Saturday (Sept. 30) upon extension of the coaxial cable. *The Greensboro Record* noted WFMY-TV's first anniversary Sept. 22 in a special TV supplement.

MOTOROLA SIGNS

For NBC Wednesday Series

MOTOROLA Inc., Chicago, will sponsor the first three programs of NBC's Wednesday night television comedy show *Four Star Revue* and thereafter will join with other advertisers, sponsoring every third week. Program starts Oct. 4 and features the following comedy stars on a rotating basis: Ed Wynn, Danny Thomas, Jimmy Durante and Jack Carson.

Show will originate in the Center Theatre, New York. Ruthrauff & Ryan, New York, is the agency.

68.4 Hooper for Bout

THE CBS-TV telecast of the Joe Louis-Ezzard Charles championship fight last Wednesday received a special TV Hooperating of 68.4 in the 12 New York and Ohio cities surveyed by C. E. Hooper Inc. in its TV popularity ratings.

upcoming

NAB District Meetings

Oct. 2-3: Dist. 12, Tulsa Hotel, Tulsa.
Oct. 6-7: Dist. 3, Bedford Springs Hotel, Bedford, Pa.
Oct. 9-10: Dist. 1, Somerset Hotel, Boston.
Oct. 12-13: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.
Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.
Nov. 9-10: Dist. 5; Ansley Hotel, Atlanta.

Oct. 5: Second International Advertising Convention, Hotel Plaza, New York.
Oct. 6-7: Ohio State U. Advertising and Sales Promotion Conference, Columbus.
Oct. 8-11: AAAA Pacific Council meeting, Hotel del Coronado, Coronado, Calif.
Oct. 9-March 19: Advertising & Selling Course, Advertising Club of New York, New York.

The Gray TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT
with NO KEYSTONING

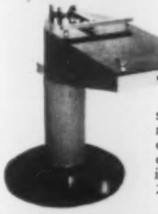
THE Gray TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS

The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification...are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS

Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.



Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.

Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph

Coy's Prediction

(Continued from page 27)

for extension of the cable: Chicago to Omaha, Oct. 1, 1950; Omaha to Denver, about the middle of 1951; Denver to San Francisco, late 1951 or early 1952. By early '52, however, there will still be some cities not on the cable, Mr. Coy said. He suggested that the individual broadcaster, or groups of broadcasters, would make up the deficiency by constructing their own radio relay facilities, which has been done. "It will be two or three years beyond late 1952 before there will be a complete network of cable or radio relay facilities."

Asked how the FCC views the Phonevision experiment, Chairman Coy answered: "I, as chairman of the FCC, with no more influence with the Commission than any other member, am interested in Phonevision or any other box office approach to television, because I think every happening of importance in America ought to be available to people in their homes through TV."

Mr. Coy favors box-office TV because "I now see even more clearly the risk that advertisers' pocketbooks are not deep enough to pay the cost which promoters of some of these events are going to demand." Referring to the recent purchase of the World Series for $800,000 by Gillette Safety Razor Co., Mr. Coy pointed out the high cost of the event and the eight million sets in use. He projected this into the future, when there will be "40 or 50 million" sets.

"How in the world are they going to get enough dollars out of selling razor blades to pay what Happy Chandler is going to ask for television rights, under the pressure of the management of the Big Leagues, the management of the individual teams, the players who want their part of it, and, particularly, who want to see their security in the form of their pension fund protected by it?"

Sports Telecasts

In addition to the possibility of losing major events on TV because of high costs, Mr. Coy thinks video will become "less glamorous, spectacular, appealing and less in demand" by advertisers if such events are eliminated from telecasting.

"I would give just as much encouragement to a union of advertisers—and by that I don't mean a collective bargaining unit—an association of advertisers, paying the cost of those events through the present entrepreneural arrangement." Mr. Coy wants television to have outstanding sports events, the Metropolitan Opera, Broadway plays and motion pictures, "the best that we have in entertainment and culture."

"Whether it is paid by national advertisers, it seems to me if it is there, it is to the benefit of the American public and the advertisers who are supporting other programs on television," he said.

Pointing out that the "Jack Bennys and Arthur Godfreys" are no better promoters than the sponsors of the World Series, heavyweight fights and movies "when it comes to getting their dollar out of participation in television," Mr. Coy concluded that "as long as I am a member of the FCC, I am going to support any experiment which looks toward the development of a method of keeping everything that is good in America on television."

Color Question

The "implication" of the FCC's recent ruling on color television is that "color in television is imminent," Chairman Coy said, reiterating that the Commission has determined that color will add realism and increase TV's value to the people. "We did not see how, in good faith, we could deny the development of color television when we had seen *good* color TV demonstrated."

Asserting that the cable should be expanded from 2.7 to 4 mc, Chairman Coy explained it was built to accommodate that width, but equipment has not been available for expansion. "Your black-and-white television would be better if 4 mc cable and relay facilities were in use. The cable, at 4 mc, would carry any of the color television systems proposed to us," he said.

A final question from the ANA membership queried the Commission Chairman about the circumstances under which it might be necessary to discontinue or restrict telecasting. There was also a reference to possible interference to the protective radar screen.

Mr. Coy, replying it was "obvious I am not going to talk about the protective radar screen," sees no reason for interference with the continuation of broadcasting and telecasting "in its current pattern" because of "any" war. He is "sure" there would be no change of authority, with removal from private groups. "The government has no intention and never has had of taking over," he said.

His only comment about possible interference: "If at any time it becomes necessary for radio or television frequencies to be used by the military, it will be when the invaders are so close to our shores that no one will give a damn about who operates those facilities."

In his closing remarks, Chairman Coy sanctioned purposes and efforts of the Advertising Council, and saluted the ANA members "as creators of one of the greatest weapons in our arsenal for peace and for war—the guided message."

QUARTET at the ANA meeting (l to r): Les Moyer, General Electric; John R. Rasmussen and Paul W. Sawyer, sales promotion, S. C. Johnson & Sons, and E. J. K. Bannvart, vice president, Cecil & Presbrey, New York.

Action on Manpower

(Continued from page 38)

time when more freedom of expression is to be desired. Judge Miller detailed NAB's part in the national emergency.

Earlier, Robert K. Richards, NAB director of public affairs, presented his department's new slide film which illustrates NAB's basic services, and Robert J. Burton, vice president of BMI, traced the history of the musical licensing group.

BAB Outlined

Tuesday morning was given over to an explanation of present BAB services and activities by Lee Hart, assistant director of the bureau. Miss Hart disclosed that retailers already are buying more radio in anticipation of newsprint shortages. She noted a trend toward "coordinated advertising" and urged salesmen to sell "impressions" rather than advertising as such. At the end of her talk, broadcasters asked if BAB could provide arguments to be used against competing media, as well as sources of such material.

After Miss Hart had shown BAB's strip film presentation, "How to Pick a Winner," delegates suggested that for the sake of realism, stations in smaller communities should substitute small-town views for those showing a skyline of skyscrapers. The BAB assistant director applauded the idea and suggested that stations also could have individual slides depicting local information tailored to the needs of a community.

Final speeches were delivered by Charles A. Batson, NAB director of television, who explained the development of the association's TV department and told of present services and future plans, and Richard P. Doherty, NAB director of employe-employer relations.

Among other things, Mr. Doherty prescribed developing salesmen as "public relations agents for sponsors," and fostering personality development on program staffs. He expressed the opinion that continuity writing involves more than just putting a few words together in plain English.

"Stations have a serious obligation to sell merchandise through a well-written sales message," he said.

Mr. Doherty criticized commercial managers who hire poor quality salesmen on the principle that they don't cost much because they are on straight commission. To get quality personnel requires adequate compensation, he advised.

Personnel Being Recalled

Adoption of the resolution toward alleviating the manpower shortage followed an expression by station managers that increasing numbers of their personnel are being recalled into military service. K. M. Hance, executive vice president of KSTP Minneapolis-St. Paul, reported that some stations already are hiring women to replace male workers.

Other resolutions unanimously adopted by the delegation provided for endorsement and active support in station service areas of the Crusade for Freedom movement; enlistment of new NAB members so that the industry may present a "united front"; an expression of appreciation to NAB President Miller and his staff and "an assurance of confidence in the future of the association"; commendation of BMI "which has achieved success beyond our most enthusiastic expectations"; and an expression of gratitude, appreciation, and thanks to Mr. Meagher for a job well done.

INCOME FIGURES

704 Firms Net $57,569,000

TOTAL income of $353,109,000 for 1947 has been reported to the U. S. Treasury Dept. by 704 radio broadcasting and television firms, it was announced Sept. 22. The total represents a net income of $57,569,000.

The Treasury Dept. also revealed the companies paid income taxes amounting to $20,399,000 and paid out $12,552,000 dividends in cash and assets other than their own stock. No net income was reported by 443 radio and television broadcasters whose receipts amounted to $35,230,000 with an overall deficit of $5,248,000 and dividend payments of $161,000.

air-casters

FRANK DELFINO, staff announcer WSTC Stamford, Conn., appointed acting program director, succeeding **ERNEST HARTMAN**, who joins production staff WNEW New York. Mr. Delfino has been with station for three and one-half years; Mr. Hartman had been there seven years.

LEW LOWRY, sports director KOOL Phoenix, Ariz., appointed production manager.

RICHARD THOMPSON to program director KUSD Vermillion, S. D., succeeding **KEITH NIGHBERT** (see FRONT OFFICE). Mr. Thompson was with WASL Annapolis and WBAL Baltimore. KUSD is non-commercial, licensed to U. of South Dakota.

ROLLO HUNTER, KECA Hollywood program and production manager, named assistant program manager, ABC Western Division. **JACK MEYERS**, assistant operations manager ABC Western Division, appointed program operations manager for network, and **HARRY WALSTRUM**, announcer, named KECA operations manager.

JACK LESCOULIE, actor and disc jockey, to assistant TV program director WCBS-TV New York. **BILL ALLYN**, associate director; **NED CRAMER**, radio director; **FRANK HARMS**, producer-director WMAR-TV Baltimore, and **RICK LEIGHTON**, CBS-TV cameraman, to producer-directors for WCBS-TV.

MARK SHEELER, m.c. *Blues Chaser Club*, WPIK Alexandria, Va., takes show to WEBC Duluth on one-year contract.

JANE LYNN, instructor at Schuster-Martin School of Drama, Cincinnati, to WLWT (TV) Cincinnati as m.c. show for Shillito's department store, same city. Program aired Thurs., 11 a.m.-12 n.

PAUL HALLETT, news editor WLOF Orlando, Fla., to announcing staff WWDC-AM-FM Washington.

JOSEPH L. TULLY, WBUR (FM) Boston U., Boston, to chief announcer WJMA Orange, Va.

PHIL BONDELLI named assistant director WBKB (TV) Chicago. **GENE McCLURE** to music librarian.

QUENTIN WOODWARD, graduate Broadcasters Network Studios, Hollywood, to KSWS Roswell, N. M., as staff announcer.

BILL HOMAN, from ABC Chicago research staff, to Army service at Fort Knox, Tenn.

CALL DON COOKE FOR
COMPLETE COVERAGE
WASHINGTON, D. C.
WEAM
MUTUAL
5000 WATTS

TOM HANLON to commercial announcer on new Columbia Pacific Network *CBS News Room, Sunday Desk*.

BERNARD C. BARTH, program coordinator WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, Crosley outlets, appointed assistant to **JOHN T. MURPHY**, director of TV operations for Crosley.

Mr. Barth

DOLORES GOUDSWARD, assistant supervisor MBS network program traffic, promoted to supervisor, succeeding **ADA LUSARDI**, resigned to be married. **EILEEN SHEEKEY** replaces Miss Goudsward as assistant supervisor.

TONY MARTIN to star singing role on CBS *Carnation Contented Hour* Oct. 8. Replaces **DICK HAYMES. JO STAFFORD** continues as featured singer on program.

NORMAN HOPPS, NBC Hollywood guest relations staff, to KNBH(TV) Hollywood, as assistant manager advertising and promotion department.

JACK MOORE to KICA Clovis, N. M., announcing staff.

MARY McCLEAN, graduate Broadcasters Network Studios, Hollywood, to WFEB Sylacauga, Ala., for special women's and children's programs and disc jockeying.

HOWARD DAVIS, manager RCA Exhibition Hall, N. Y., to WNBT (TV) New York, as director.

BOB TYLER, KELA Centralia-Chehalis, Wash., auditing department, moves to production staff and disc jockey on *Wakeup Roundup*.

BILL MITCHELL, KCIJ Shreveport, La., to announcing staff KTFS Texarkana, Tex., replacing **NORMAN BALE**, who moves to KALT Atlanta, Tex. **JIM CITTY** returns to KTFS announcing staff after leave of absence.

BEN BRADY, Hollywood motion picture and TV producer-writer, to associate producer-writer *Ken Murray Show* CBS-TV, beginning Oct. 7.

IRWIN LEWIS named continuity director WINS New York.

BILL HARPELL to announcing staff KTSL(TV) Hollywood as announcer on *Buckskin Theatre*.

JAY BYRON, graduate Radio Operational Engineering School, Burbank, Calif., to KPOW Powell, Wyo., as combination man.

FRANCIS BERNARR HARRINGTON to head CBS Hollywood mail room.

FABIEN SEVITSKY, conductor Indianapolis Symphony Orchestra, acting as disc jockey on *Symphony Echoes*, Sun., 3:30 p.m., WIRE Indianapolis, through Oct. 8.

SAM PIERCE, producer *This Is Paris* show for Raymond R. Morgan Co. and head of Paris office for agency, signed to produce three shows for KLAC-TV Hollywood, *Betty White Show, Johnny Bradford Show, Don Otis Show*.

B. GEORGE BARBER Jr., commercial manager WFTC Kinston, N. C., to sales promotion manager WCOG Greensboro, N. C.

FRANCES CLARK HANDLER, credit manager and publicity director WMBM Miami Beach, Fla., resigns to return to freelance publicity and executive management, centering in New England area.

JAMES T. VANDIVEER, KECA-TV Hollywood executive producer of sports and special events, named manager daytime programs for station, in addition to present duties.

CLINTON STANLEY to producer of daytime serials for Progressive Broadcasting System, Hollywood.

ALLEN BUCKLEY, KFI-TV Los Angeles director and casting director, to KECA-TV same city as director of daytime programs.

GRANT JOHANNESEN, concert pianist, begins series of 13 recitals, Sun., 3 p.m., KSL Salt Lake City. Show sponsored by ZCMI, department store.

JOHN D. FOLEY, NBC New York, and Virginia Reid Merriam announce their marriage, Sept. 24.

WALLIE PETERS, musical director CJOR Vancouver, appeared with Horace Heidt as winner of recent talent contest. Currently in Hollywood making kinescope recording of banjo playing.

WILLIAM YEAGERMAN, NBC Hollywood producer, and **ELINOR BARNEY**, script girl on NBC *Dragnet*, married Sept. 23.

BOB GLENN, staff announcer WSTV Steubenville, Ohio, and Betty DePhillipi announce their marriage, Sept. 16.

BETH LEE, director of women's programs and continuity WPTR Albany, N. Y., appointed chairman N. Y. State Women Broadcasters, NAB District 2.

News . . .

JACK LAFLIN, sports director WSSV Petersburg, Va., to WONE Dayton, Ohio, in similar capacity. Is father of boy, Lance Brooks.

HENRY DABECCO succeeds **BOB CLAYTON**, resigned, as 6:15 p.m. newscaster WJAS Pittsburgh.

BERT KNAPP, WMCA New York newscaster, sportscaster and disc jockey, resigns to concentrate on sports broadcasting on freelance basis in radio-TV.

JOHN BOWDIDGE, news and staff announcer WTMA Charleston, S. C., returns to senior year at U. of Georgia.

ALFRED E. HARRISON, veteran United Press radio news reporter, establishes headquarters in National Press Bldg., Washington, as UP special representative. He will cover radio, TV and newspaper fields.

GENE KIRBY, announcer on Mutual's baseball *Game of the Day*, joins WINS New York today (Oct. 2) as sports director.

MERRILL MUELLER, NBC news director in London, assigned to S. F. to coordinate Pacific news for network Oct. 15. It will be his first domestic assignment in 12 years.

The stars of today and tomorrow are Yours for more Sales

...with the *new era* in Thesaurus

Johnny Desmond stars on

"The Music of Manhattan"

with Hugo Winterhalter's Orchestra

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

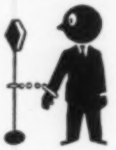
in North Carolina
WSJS
Delivers

A 15-COUNTY MARKET
With Over
$440,000,000* RETAIL SALES
* Sales Management 1950
Survey of Buying Power

More Value
For Your
Advertising
Dollar

WSJS
The Journal-Sentinel Station
WINSTON-SALEM
AM-FM
NBC Affiliate
Represented by
HEADLEY-REED CO

allied arts



ARTISTS Corp. of America, personal representative for performers, with division representing talent in radio-TV, formed. Headquarters are at 1 Court St., Boston. N. Y. office, headed by **ROBERT L. MOORE Jr.,** former independent TV show packager, will be opened soon. Address to be announced.

EDDISON von OTTENFELD, president Vona Records Inc., Hollywood, and recording consultant Allied Record Mfg. Co., L. A., to music director for Brown Radio Productions, Nashville. He will produce series of transcribed musical and dramatic shows for release this fall and next spring.

PATRICIA BURNS, partner Burns & Blair, sales and promotion counselor, to direct advertising and promotion for Standard Radio Transcription Services Inc., Chicago.

CHARLES MICHELSON Inc., N. Y., announces sale of *Your Problem, Please* to WSGN Birmingham, Ala.; WCCM Lawrence, Mass., and KGU Honolulu, T. H. *Life of Mary Sothern* sold to KGMB Honolulu, and *Lou Holt: Laugh Club* to WESB Bradford, Pa.

HERBERT ROSEN, president Broadcasting Program Service, N. Y., on business trip to Europe to establish branch office. Firm moves to 341 Madison Ave., N. Y. 17. Phone Murray Hill 3-3881.

BOB JOHLIE, merchandising manager Radio Features, Chicago, resigns. Joins Nesco Inc., Milwaukee (enamel).

ALBERT ZUGSMITH, radio and newspaper broker, opens offices at 7078 Hollywood Blvd., and 9441 Wilshire Blvd., Beverly Hills.

HARRY P. O'BRIEN, assistant manager RCA Exhibition Hall, N. Y., named manager, succeeding **HOWARD DAVIS** (see AIRCASTERS). **HOWARD SHARPELL,** public relations representative for hall, replaces Mr. O'Brien.

DONALD D. AXT appointed northeastern sales representative RCA's Thesaurus & Syndicated Programs, replacing **ADDISON AMOR,** who joins executive staff WCMB Lemoyne, Pa. Mr. Axt has been sales service supervisor of RCA recorded program services since 1949.

ELSEY V. HORNER, A. & S. Lyons Inc., to Helen Edwards & Staff, L. A. (advertising personnel consultants), as vice president and general manager.

RICHARD H. ROFFMAN, N. Y. radio-TV productions and public relations, moves to Holtel Sulgrave, 67th St. and Park Ave., N. Y. 19. Phone: Trafalgar 9-5640 and 9-5641.

Equipment . . .

MARIO A. GARDNER, director of purchases Air King Products Inc., Brooklyn, N. Y. (TV receivers), promoted to vice president in charge of purchases.

ARTHUR BAXTER, in charge of purchasing, Hoffman Radio Corp., L. A., appointed to newly created post of director of purchasing. **M. W. HORNER** named head of production for special apparatus division.

HARRY E. SMITH, senior development engineer in television broadcasting equipment, television transmitter division Allen B. DuMont Labs. Inc., named head of television transmitter development department of Standard Electronics Corp., subsidiary of Claude Neon Inc.

E. ARTHUR HUNGERFORD Jr. to sales staff General Precision Lab. (electronic TV equipment), Pleasantville, N. Y. Was business manager TV department NBC in 1935.

HENRY C. ROEMER, vice president and comptroller and member of board of directors International Telephone & Telegraph Corp., elected executive vice president Federal Telephone & Radio Corp., Clifton, N. J.

L. R. WANNER, manufacturing superintendent Sylvania Electric Products Inc., Warren, Pa., appointed plant manager in charge of plastic operations for parts division.

EARL W. (Madman) MUNTZ, Chicago TV manufacturer, and **JOAN BARTON,** radio-TV singer, were married Sept. 24.

CORNELL-DUBILIER ELECTRIC Corp., South Plainfield, N. J., purchases assets of U. S. Devices Corp., same city, manufacturer of "Tele-Rotor."

AMPEX ELECTRIC Corp., San Carlos, Calif., produces new magnetic tape recorder, model 400, having range of 15,000 cycles on half-track tape recorded at seven and one-half inch per second.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., issuing new catalog on "Television Equipment." Describes TV cameras, synchronizing generators, monitors, TV amplifiers and power supplies.

RCA Engineering Products Dept. announces new transmission measuring set, suitable for rack mounting, Type BI-11A.

BRUSH DEVELOPMENT Co., Cleveland, Ohio, publishes brochure illustrating its new Soundmirror magnetic recorder.

Technical . . .

BILL RULE, WEEI Boston control engineer, father of girl, Sept. 19.

RAY SIMPSON, KECA-TV Los Angeles electrician, father of twin boys, Stanley Donald and Richard Otis, Sept. 24.

BASEBALL PULL

WWHG Sportscaster Cited

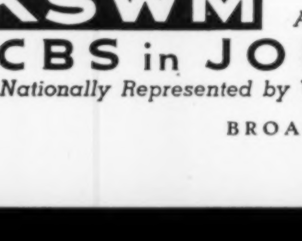
NEW YORK'S Hornell Baseball Assn. has been so pleased by results in increased attendance since radio coverage was instituted two years ago that it honored Chuck Richard, WWHG Hornell sportscaster, with a "Chuck Richard Night" at the local ball park.

The occasion also took the nature of a farewell as Mr. Richard was leaving for Army service. Speakers at the farewell included Louis G. Buisch, WWHG-AM-FM general manager; Robert W. Brown, president of the Hornell Baseball Assn., and Manager Doc Alexson of the Hornell Dodgers, farm team of the Brooklyn organization and 1950 Pony League champions.

Looking on as Mr. Richard (with mike) says farewell to the fans are Mr. Buisch (l) and Mr. Brown.

* * *

Mr. Richard has been broadcasting the games for the past two years. The broadcasts were aired only on WWHG-FM.



KSWM
JOPLIN, MO.
REACHES 446,600*
PERSONS WHO SPEND...
$285,550,000 ANNUALLY
IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropoliton centers, asuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

AFN Reunion

TENTATIVE plans are being made for a reunion of all present and former radio people who served in military or civilian capacities with the American Forces Network in Europe. Persons interested in such a reunion, to be held sometime in November in New York, should write Walter R. Cleary, World Sound Co. Inc., 201 N. Broad St., Philadelphia.

SENATE PRAISE

For WDEL-AM-TV and WSM

WDEL-AM-TV Wilmington, Del., and WSM Nashville have been accorded plaudits in the U. S. Senate for services rendered in their coverage areas.

Sen. Estes Kefauver (D-Tenn.) told the Senate on Sept. 18 that WSM, observing its silver anniversary—"a quarter century of public-conscious service through radio"—is now embarking on television. The station was scheduled to begin telecasting on Sept. 30. He emphasized that the 50-kw station has assumed a "tremendous financial burden" because of TV. Sen. Kefauver said it typified the operation of WSM "and its efforts to keep the Nashville region in the front line with other major radio centers . . ."

A few days earlier, on Sept. 15, Sen. J. A. Frear Jr. (D-Del.) lauded WDEL-AM-TV for its "outstanding record of public service . . ." Sen. Frear pointed out he was particularly grateful for the courtesy extended him by the station in broadcasting his weekly report on Congressional affairs for the past two years. The "extensive coverage" of the station, he noted, has brought him a resounding response from listeners. He also cited other public services provided by the station to traffic safety, schools, farms and churches. In addition, Sen. Frear noted public services by Delaware's other four stations, WILM WAMS WTUX Wilmington and WDOV Dover.

Language Scripts

PAN AMERICAN Broadcasting Co., world-wide station representative, last week announced the availability of a complete foreign language radio production service for commercial, cultural and political advertisers. A pamphlet, "Foreign Language Broadcasting," is obtainable by writing to the company at 17 E. 42nd St., New York 17, N. Y.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO
WBAL

WTNB CASE

Johnston, FCC File Briefs

BRIEFS supporting and opposing Johnston Broadcasting Co.'s second court appeal against FCC action in the highly contested WTNB Birmingham, Ala., case have been filed with the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Jan. 30, March 6].

Johnston Broadcasting, licensee of WJLD Bessemer, Ala., and losing applicant for a new station at Birmingham on 850 kc, told the court FCC had erred as a matter of law in permitting Thomas N. Beach, original WTNB licensee, to correct by amendment the defective verification of his application to switch WTNB from 250 w on 1490 kc to 1 kw night, 5 kw day on 850 kc. It was the grant of this change which Johnston appealed last year and which the court reversed and remanded to the Commission for further consideration on grounds FCC had acted on an unverified application [BROADCASTING, May 9, 1949].

Johnston further attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer party to the proceeding. The appeal criticised FCC's conclusion that Pilot Broadcasting Corp., new licensee of WTNB, could file a substitute amendment to show it is applicant for the change in dispute. Johnston charged that Pilot, owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster, is a complete "stranger" to the case. The brief for Johnston was prepared by Franklin K. Lane and Orville H. Walburn, its Washington counsel.

Appeal 'Out of Order'

FCC told the court the new Johnston appeal is out of order since no final decision has been rendered by the Commission. Assuming the court does have jurisdiction for argument, FCC contended its action respecting the Beach amendment was in conformity with the intent of the court's mandate in returning the case to FCC for further proceeding. FCC held the court indicated the defective application could be cured and it was so accomplished within Commission rules.

As to the introduction of Pilot Broadcasting, FCC asserted it is the legally authorized successor to Mr. Beach and hence its substitution as licensee of the amended application was proper. The FCC brief was signed by Max Goldman, acting general counsel, and Richard A. Solomon and Robert D. Greenburg, FCC attorneys.

Joint brief supporting FCC's position in the proceeding was filed by Mr. Beach and Pilot Broadcasting, intervenors in the appeal. It was prepared by Mr. Hofheinz and John Earle Stephen of Houston and John P. Southmayd, Washington radio attorney.

5820
RCA RADIOTRON ELECTRON TUBE

RCA TUBES . . .
the standard of comparison

RCA-5820
. . . for better television

The RCA-5820 Image Orthicon features exceptionally high sensitivity . . . a spectral response approaching that of the human eye . . . unusual stability . . . and a resolution capability of better than 500 lines. Primarily for outside pickup, the 5820 is also suitable for studio use.

Available from your local RCA Tube Distributor

RCA
RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

WATL DISPUTE

NLRB Unit Re-studies Case

NLRB's Enforcement Division is re-studying the controversial labor dispute involving WATL Atlanta, Ga., licensed to Atlanta Broadcasting Co., and two unions, AFRA and IBEW, it was learned last week.

Spokesmen at the National Labor Relations Board said that the case was placed under the division's jurisdiction on grounds the station had failed to comply with the board's previous order that it bargain collectively with the two unions. The ruling had set an Aug. 18, 1950, deadline.

The division is expected to make memorandum recommendations within the next 30 days to the full board, which may then carry enforcement proceedings to the District Circuit Court of Appeals in New Orleans, if it feels such action is necessary.

FCC Petition

Meanwhile, AFRA New York headquarters has indicated that it will push its earlier petition with FCC for revocation of WATL's AM-FM licenses, though the Commission reported no developments at week's end. The union claims that WATL violated labor laws and FCC regulations.

Interrogation of WATL announcers "as to whether they were a member of (AFRA) or not" tended "to interfere with the free exercise of employes' rights," the board ruled last summer [BROADCASTING, July 24]. The order in question, which reversed a previous finding of NLRB Trial Examiner Hamilton Gardner favorable to WATL, charged that the station violated Sec. 8 (a) (1) of the Taft-Hartley Act. Announcers were involved in the dispute.

NLRB authorities stressed last week that re-study of the case by the Enforcement Division was based on an NLRB regional director's report that WATL had failed to comply by the Aug. 18 deadline. Should the station take the recommended action, they pointed out, board action looking toward enforcement proceedings would be abandoned.

DELEGATE GROUP at NAB District 7 meeting in Cincinnati [BROADCASTING, Sept. 25] includes (l to r): Front row, Lloyd A. Pixley, Robert O. Runnerstrom, WCOL Columbus; Pierre Weis, Lang-Worth; John Ballard, Nunn Stations; Helen Fruth, NAB; standing, Charles C. Warren, WCMI Ashland, Ky.; W. I. Orr, WBNS Columbus; Lin Pattee, BMI; Gilmore N. Nunn, Nunn Stations, District 7 director.

NEW CBC OUTLET

CBE Windsor On the Air

CBE Windsor, 10 kw on 1550 kc, new station of the Canadian Broadcasting Corp. and Trans-Canada Network, was scheduled to go on the air Sunday (Oct. 1) with a special one-hour inaugural program. Station will serve southwestern Ontario, and also will reach into the United States. The only other Canadian station in Windsor is CKLW, with 50 kw on 800 kc.

Equipment was designed by CBC's engineering division, and the two 300-ft. towers formerly were used by CJBC Toronto, another CBC outlet. Station is the 45th in CBC ownership, and has offices in the Security Bldg., Windsor, with studios on the 10th floor, and a modern transmitter building located on Highway 3, 10 miles southeast of Windsor.

Manager of CBE is M. L. (Cy) Poole, formerly with CKLW Windsor as transmitter operator. Since 1939 he has been with the CBC engineering division. Others on the staff of CBE include: John Leigh Moore, program director, formerly of CJIC Sault Ste. Marie, CKEY and CHUM Toronto and a number of other Ontario stations; Gerald F. Papineau, studio operator, formerly of CKLW Windsor; John R. Pearson, transmitter operator, formerly of CKLW; Philip S. McKellar, announcer, from CKPC Brantford and CBI Sidney; and Rodney A. Clark, operator, formerly of CJCS Stratford and CKOX Woodstock.

SESAC Enlarges

ENLARGEMENT of the SESAC transcribed library service was announced last week. The company is offering nearly 4,000 selections, including a new group of collegiate band selections released to coincide with the football season.

SALES DEVICES

NAB Unveils Series

NAB last Thursday unveiled a series of sales devices for use in its membership campaign, including a nationwide "One Call Club," before representatives of the New York trade press. The showing was held at the Broadcast Advertising Bureau board room.

General Manager William B. Ryan was introduced to press representatives. Announcement of the membership campaign was made by Robert K. Richards, NAB public affairs director. He said that between Oct. 1 and mid-November every NAB member will be asked by his district director to call on at least one non-member to encourage him to join the association.

Sales material was mailed last week to district directors as regional focal points for the One Call Club. This material was on display Thursday, along with a color slide presentation showing basic NAB services.

NAB district directors will be supplied desktop membership presentations for use by members in making calls. Titled "NAB and You," the presentation sums up in 28 illustrated pages the basic operational details of every department in the association. It was drawn up by Mr. Richards and Jack Hardesty, assistant public affairs director, and was shown in color slide form at district meetings.

Complete card files on non-member stations in their areas will be sent district directors.

Commenting on the membership campaign, Mr. Ryan said: "A basic value in any trade association is the product of the activity of the members themselves. This is an opportunity for NAB members to contribute to the association in which they believe—to help it grow and expand its influence for the good of broadcasting."

WKRC Rate Increase

WKRC Cincinnati last week announced a rate increase which was to become effective Sunday (Oct. 1). The change was made public by Herman E. Fast, general manager of the CBS affiliate, who said the station also was altering its rate card to expand the Class A and B time periods, automatically bringing approximately two hours daily into higher rate categories.

WOC **FIRST** in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5 22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 18,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

- NAME MERCHANDISE
- $3 to $100 RETAIL VALUE
- Wide Choice from Catalog
- Prompt Delivery from Stock

SELECTIVE
PRIZES
FOR YOUR SHOWS
Richard S. Robbins
551 5th Ave., N. Y. 17 · MU 7-0384

RED SHOWS

Law Requires Labeling

COMMUNISTS and Communist front organizations are required to label their sponsored programs on radio or television with the source of sponsorship. Failure to comply is to invite, upon conviction, a five year prison term or a $10,000 fine. This provision is contained in the new Internal Security Act of 1950 which became law on Sept. 23 when the 81st Congress, before winding up its business prior to recessing until Nov. 27, overrode a Presidential veto.

The Communist-control law was given final approval after a two-day hectic voting in both houses of Congress. The bill hung fire in the Senate for some 24 hours as a self-styled liberal bloc filibustered against the measure in continuous debate through Friday night and into Saturday afternoon.

Despite the overwhelming approval received by the bill (HR 9490), Capital observers predicted the catch-all anti-subversive activities act may be modified when the 81st Congress returns for a "lame-duck" session Nov. 27 (see Congressional roundup, this issue).

President Truman, and other critics, had attacked the bill as unconstitutional and a threat to American liberties. They contend it will hamper Communist-control and more likely hurt innocent people. Some officials of Communist groups already have served notice they will refuse to comply with the registration provision.

Measure's Intent

The sweeping measure is intended to force Communists and sympathizers into the open; to prevent spying and sabotage; keep Communists and sympathizers out of government jobs and defense plants; give the government power to intern Communists by evoking a roundup during war or emergency; deport Communist aliens and keep such aliens out of the country.

The exact wording of the provision under Section 10 of the law which bars Communist or Communist fronts from sponsoring a radio or television program without expressly labeling it as such reads as follows:

> **It shall be unlawful for any organization [Communist or Communist front] . . . to broadcast or cause to be broadcast any matter over any radio or television station in the United States, unless such matter is preceded by the following statement, with the name of the organization being stated in place of the blank: "The following program is sponsored by ———, a Communist organization."**

The act further provides that as each Communist organization registers (within 30 days after the act is in force), the Attorney General "shall publish in the *Federal Register* the fact that such organization has registered as a Communist-action organization, or as a Communist-front organization." This publication will serve notice to all members of the organization that the group has registered. It also will be the list which will apply to radio and TV sponsorship.

The labeling provision is directed specifically against Communist and Communist-front organizations in the use of broadcasting facilities. It is not intended to add further obligations to those already imposed on broadcasters under federal regulations.

FCC regulations (Sec. 3.189) already require stations to announce, on sponsored programs, the "true identity" of the sponsor. Authorities cite Sec. 3.189(d) in particular:

> **In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished [transcriptions, talent, scripts, etc.], by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group.**
>
> **In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.**

Authorities point out that FCC's rules detail obligations imposed on stations, whereas the Internal Security Act applies to the duties and obligations of Communist and Communist front organizations.

Double Duty

JAMES PORTER CLARK of Fayetteville, Tenn., can well be termed a "double threat" communications man. Mr. Clark is a rural letter carrier and part owner of WKSR Pulaski and WEKR Fayetteville. After he rises early and performs his chores for the U. S. postal service, Mr. Clark turns radio man and generally supervises the activities of WEKR. He announces high school athletic events and if the station needs some unrecorded music in a hurry, he can fill in with a few piano selections.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to
Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Advertisement

From where I sit *by* Joe Marsh

New Use For Old Windmills

I drove past Curly Larson's farm last week and saw him perched up on top of his 75-year-old windmill. "Still planning on tearing it down?" I shouted to him.

"Not on your life," says Curly as he climbs down. "I'm getting myself a television set from Buzz Ellis' and he says this windmill is going to come in mighty handy."

"You see," Curly went on, "I'm going to put my TV antenna right on top of it. Since the windmill is higher than the house, I'll get about the best reception around here—but if it wasn't for Buzz and his advice, I'd have scrapped it."

From where I sit, Curly's success as a farmer and his popularity in town is due, in a large part, to his open-mindedness and his willingness to listen to people and their opinions. He'll listen to Buzz Ellis over a malted milk or he and I can talk politics—each with a glass of beer. Yes, Curly's as modern as television itself!

Joe Marsh

Copyright, 1950, United States Brewers Foundation

TERRACE QUINTET at NAB District 9 meeting at Three Lakes, Wis. (l to r): Howard Lane, WJJD Chicago, and Merrill Lindsay, WSOY Decatur, Ill., ex-NAB board members; Carl O. Marty Jr., owner of Northernaire Hotel, with pet porcupine draped around neck; Harold A. Safford, WLS Chicago; Robert J. Burton, BMI, New York.

* * *

BAFFLED GAZERS at plaque, caught during NAB District 9 meeting ar (l to r): Charles J. Lanphier, WFOX Milwaukee, Hugh Boice, WEMP Milwaukee; Raymond G. Ulbrich, WDMJ Marquette, Mich.; Neal Weed, Weed & Co.; Gerald Swisher, AP; John Walter, WJPG Green Bay, Wis.; Harl Carlson, AT&T.

* * *

NAB DISTRICT 9

Caley Urges Support For Super-BAB

ASSN. of National Advertisers is "picking on radio because it is vulnerable," Charles C. Caley, NAB District 9 director, declared Sept. 22 in an address before Illinois and Wisconsin broadcasters [BROADCASTING, Sept. 25].

Filling in for William B. Quarton, WMT Cedar Rapids, a member of the NAB board's BAB committee who was scheduled to outline plans for a super-BAB, Mr. Caley told delegates to NAB's District 9 meeting at Three Lakes Wis.:

"The recent ANA report singled out radio only—instead of magazines, which are lower and lower in readership — because we are not organized; we are like an army without guns lined up against an enemy fully armed."

Pointing up the fact that broadcasters never have had an effective selling organization, Mr. Caley observed that it took the newspapers 20 years to develop their bureau.

"But we can't take that long," he warned.

Before the district delegates adopted a resolution favoring an enlarged BAB, it was necessary for Mr. Caley to resolve doubts of various members on two points. Hugh Boice of WEMP Milwaukee wanted assurance that future BAB committees would have independent station representation.

"The present BAB committee is only doing spade-work," Mr. Caley said. "You may be assured that the new BAB committee, to be appointed after our organization work has been completed, will not get entangled with different segments of the industry, because the basic concept of selling radio is the same whether an independent or network station is involved."

A suggestion from Howard Dahl, WKBH La Crosse, Wis., that BAB have a lower rate structure so that NAB members would be assessed less than non-NAB members, drew from the district director an opinion that NAB and BAB should be separated completely to do "two separate jobs." Mr. Caley recalled, however, that it was the opinon of the present BAB committee that NAB members in good standing should have the benefit of the new bureau's expanded services during its first year, without additional costs.

In a brief "assist" to Mr. Caley, Howard Lane, WJJD Chicago, NAB director-at-large, noted that the current BAB proposal is basically what NAB has had in mind since the original conception of the bureau in the spring of 1949.

Motion to adopt the plan was made by Joseph B. Kirby, WKRS Waukegan, Ill., and seconded by Mr. Lane. The vote was unanimous.

District 9 Registration

Charles A. Batson, NAB, Washington; Bruce G. Beichl, WFHR Wisconsin Rapids, Wis.; Sidney H. Bliss, WCIO Janesville, Wis.; Robert J. Bodden, WRCO Richland, Wis.; Hugh Boice, WEMP Milwaukee; Joe Bonansinga, WGEM-WQDI (FM) Quincy, Ill.; Robert J. Burow, WDAN Danville, Ill.; Robert J. Burton, BMI, New York; Charles C. Caley, WMBD Peoria, Ill.; Charles R. Cook, WJPF Herrin, Ill..

Howard Dahl, WKBH La Crosse, Wis.; R. P. Doherty, NAB, Washington; Geo. T. Frechette, WFHR Wisconsin Rapids, Wis.; Jerry Gill, AP, Omaha; Gus Hagenah, Standard Radio, Chicago; Ralph W. Hardy, NAB, Washington; Lee Hart, BAB, New York; William Holm, WLPO La Salle, Ill.; Glen Holznecht, WJPG Green Bay, Wis.; Bill Johnson, WDMJ Marquette, Mich.; Thomas R. Kelley, WRCO Richland Center, Wis.; Alvin M. King, Capitol Records; Joseph B. Kirby, WKRS Waukegan, Ill.

Ben A. Laird, WDUZ Green Bay, Wis.; C. Howard Lane, WJJD Chicago; Ray Livesay, WLBH Mattoon, Ill.; Robert J. Luke, WDMS Marquette, Mich.; Robert C. Nelson, WDUZ Green Bay, Wis.; J. L. Nickels, RCA, Chicago; Kenneth Parker, SESAC, New York; Bill Reilly, RCA Thesaurus; Robert Richards, NAB, Washington; Dave Rogers, RCA Thesaurus.

Harold A. Stafford, WLS Chicago; Bert Squire, BMI, Chicago; Ed Steeves, UP, Minneapolis; Gerald Swisher, AP, Columbus, Ohio; Bill Thompson, BROADCASTING, Chicago; Raymond G. Ulbrich, WDMJ Marquette, Mich.; John Walter and Mary M. Walter, WJPG Green Bay, Wis.; Neal Weed, Weed & Co., Chicago; Stan Whitman, Gates Radio Co., Quincy, Ill.; Thomas W. Wilson, attorney, Washington, D. C.; William E. Young, Lang-Worth, New York.

HAROLD HALSELL

Erwin, Wasey Official Die

HAROLD HALSELL, 58, vic president and manager of th Oklahoma City office of Erwin Wasey & Co., died Sept. 17 in Boston hospital following a cere bral hemorrhage. He was stricke while in Boston to attend th Financial Public Relations Ass convention.

A native of Oklahoma, Mr. Hal sell was a Harvard graduate. Ex cept for service in the Navy i World War I, his entire busines career had been spent in advertis ing work. In 1926 he formed hi own agency, the Harold Halse Co., in Oklahoma City. The agenc was incorporated as Halsell Humphrey Inc. in 1937 and be came the Southwestern office Erwin, Wasey & Co. Mr. Halse was past president of the Oklaho City Advertising Club, past pre ident of the Southwestern Assn. Advertising Agencies and a co tributing writer for *Advertisin Agency* magazine.

Don't shoot that crow . . . . . Please!

If you didn't want a pet crow shot down in cold blood, what would you do about it?

Mrs. Fletcher, in Delaware County, was in that predicament. She had a pet crow that would take off on unscheduled flights. Fearing that this pet crow might meet up with some enemy ack-ack, she frantically called WPWA and pleaded that we announce that the Fletcher crow is really a good bird and merely a mischievous pet . . . so

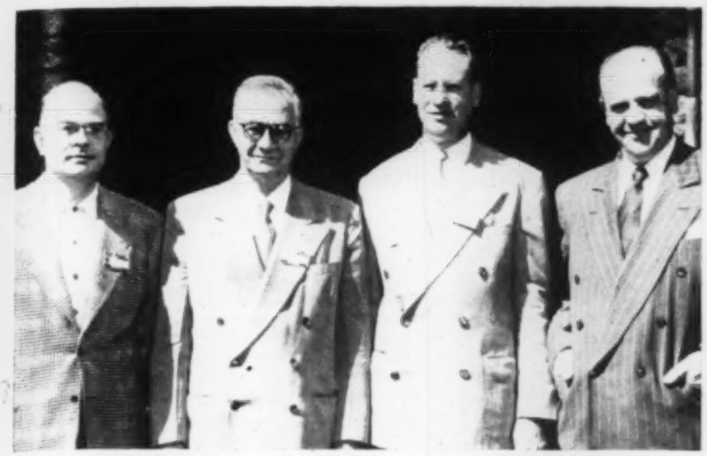
SPARE THAT CROW

P.S.: You'll never have to eat crow when you select WPWA for your radio spots. Get full information TODAY.

WPWA

DELAWARE COUNTY'S *FIRST* STATION
1590 on the dial, *FIRST* in the hearts of listeners
CHESTER, PENNA.
Represented By
PAN-AMERICAN BROADCASTING CO., 330 Madison Ave., New York City

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CAL



GETTING together during a pause in the NAB District 14 meeting at Hotel Colorado, Glenwood Springs, Col. [BROADCASTING, Sept. 18], are (l to r): Hugh B. Terry, KLZ Denver; Judge Justin Miller, NAB president; William C. Grove, KFBC Cheyenne; Lloyd E. Yoder, KOA Denver.

No Politics

TO MAINTAIN his station's policy of almost uninterrupted classical music, Calvin J. Smith, general manager, KFAC Los Angeles, has announced that station will accept no political announcements during coming campaign. Although the move means possible loss of money, Mr. Smith feels that announcements would cut into broadcasting of classical music on which the station audience has been built.

JAMES D. FULTON

Rites Held for Agency Head

FUNERAL services were conducted Sept. 21 in Chicago for James D. Fulton, 64, president of Fulton, Morrissey Co., advertising agency. Mr. Fulton spent more than 40 years in advertising, starting as advertising manager of the *Record Herald* in Chicago. Before World War I he was western manager of *American Magazine*. He joined Carl M. Green Agency, Detroit, in 1915 and two years later was transferred to Chicago. He then became a vice president of Green, Fulton, Cunningham, where he remained until his retirement in 1930.

In 1934 Mr. Fulton came out of retirement to become a partner in Fulton, Horne, Morrissey, which preceded Fulton, Morrissey Co. Mr. Fulton had been president of the firm since 1949, when Edward M. Morrissey died. Surviving are Mr. Fulton's wife, mother and daughter.

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
The Nation's Richest Farm Market
Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.
WTTN WATERTOWN WISCONSIN

VOICE STATIONS

Added Funds Assured

ADDITIONAL funds paving the way for construction of six new high-power radio stations and for other broadcasting expenses for the State Dept.'s Voice of America were assured last Wednesday as President Truman signed into law the huge $17 billion supplemental defense bill.

While conferees earlier had voted to pare requested sums for the government's overall overseas information and propaganda program, they preserved allotments of $41,288,000 for construction of new Voice stations and $7,602,000 for radio broadcasting expenses [BROADCASTING, Sept. 18, 4].

Cut in Request

Congress cut the information program from $97 million requested by the Administration to $79 million, but Voice funds were not affected. Chief activities which felt the pinch were library facilities overseas and the exchange-of-persons program.

Also included in the supplemental outlay for the Voice was a sum of $2,860,257 for purchase and distribution of radio receiving sets to Communist and "critical" areas of the world as advocated by Brig. Gen. David Sarnoff, RCA board chairman, and an extra $3 million to enable the General Services Administration to purchase a building in New York for State Dept. information personnel [BROADCASTING, Aug. 28].

Hersholt Award

CERTIFICATE honoring Jean Hersholt for meritorious service to medicine with his *Doctor Christian* series (CBS, Wed. 8:30-9 p.m.) will be presented by the District of Columbia Medical Society at its annual banquet Oct. 4 in Hotel Statler, Washington. [CLOSED CIRCUIT, Sept. 18]. The *Doctor Christian* show broadcast on that date will be transcribed and presentation of the certificate will be aired.

AIR FORCE RADIO-PRESS GROUP

Enroute to Far East Public Relations Posts

COMPRISING the first group recalled to active duty from radio stations, newspapers, and photo assignments to augment Far East Air Force public relations, 28 reservists left last week for Tokyo, Japan, and Korea, via Fairfield-Suisun Air Force Base, California.

Volunteering from their civilian status on a one year recall, the men will report to Col. William P. Nuckels on arrival at Far East Air Force headquarters. Col. Nuckels has been FEAF public relations officer since the Korean outbreak.

The group includes 1st. Lt. Henry H. Harlan, manager, KDLK Del Rio, Tex.; 1st. Lt. John L. Hartig, announcer - production staffer, KREL Baytown, Tex., and 1st. Lt. James F. Black, news and special events man from KCBD Lubbock, Tex.

The group was gathered on a survey of FEAF needs by Lt. Col. Barney Oldfield, member of the staff of the Directorate of Public Relations in Washington. When the Korean War broke out, Col. Oldfield rounded up a public relations flying squad of 15 men who were sent overseas during July. This crew is still on duty.

Air Force officials said the "extremely wide geographic spread of Air Force activities" has made it difficult to cover the entire operational story and the latest crew was sent as an aid to war correspondents in the area.

CBC GOVERNORS

Issue License Proposals

SPARTON of Canada Ltd., London, Ont., has been recommended for an experimental TV transmitting license by the board of governors of the Canadian Broadcasting Corp., meeting at Vancouver Sept. 19-20. License allows the company to adjust receivers it manufactures on Channels 2, 6, 7 and 11, with maximum transmitting output power of 5 w and using standard monoscope patterns.

CBC board also recommended application of a pick-up transmitting license for CJSH-FM Hamilton, and for an emergency transmitter for CKLW Windsor. Application for a new 1 kw AM station at Kingston, Ont., was deferred for six months. AM license for 250 w on 1230 was recommended for Dauphin Broadcasting Co. Ltd., Dauphin, Man. CJNB North Battleford, Sask., was recommended power increase from 250 w on 1240 to 1 kw on 1460 kc.

good for growing pains

A New York firm of decorators and upholsterers has had to add to its sales force to handle increased leads. Its advertising agency says:

"This summer we decided to test radio with the Art Scanlon Show. The results have far exceeded our expectations. Although the months of June, July and August are traditionally the slow months for reupholstery, Art Scanlon kept our client's sales at peak month levels.

So satisfied has this client been with WINS results that we plan to increase our time on the Art Scanlon Show, to the exclusion of other media."

Call your WINS representative . . . see him when he calls.

Buy WINS ...it Sells!

WINS
50KW New York
CROSLEY BROADCASTING CORPORATION

TUBE OUTPUT

RTMA Reports Record High

RAPID expansion of TV receiver production and anticipation of military needs led to an all-time record in factory sales of radio receiving tubes in August, according to Radio-Television Mfrs. Assn. RTMA member companies produced 36,269,435 tubes in August. Previous all-time record, 33,663,494, was set last March.

Of August tube sales, 28,202,620 went into new sets, 7,017,115 into replacement, 906,450 to foreign nations and 143,250 to government agencies. Total tube sales in the first eight months of 1950 were 227,773,373 units.

Estimated production of TV sets for the entire industry during the week Sept. 4-8 dropped to 124,348, with 197,485 radios turned out in the same period. The sharp decline from high August production was ascribed to the Labor Day holiday.

Sales of radio transmitting and communications equipment, including radar, to the government by RTMA members rose substantially in the second quarter of this year. Second quarter sales totaled $33,393,093, compared to $30,640,943 in the first quarter.

Government orders in the second quarter totaled $61,701,467 compared to $41,305,390 in the first quarter. Of the second quarter sales to the government, $27,676,595 consisted of radar apparatus.

Time Buyers, NOTE!

NO TV

Stations within
60 miles of

YOUNGSTOWN, O.

Ohio's 3rd
Largest Trade Area

Buy

WFMJ

The Only ABC
Station Serving
This Market

5000
WATTS

CALL
Headley-Reed Co.,
National Representatives

IN CHICAGO to help celebrate General Mills' second anniversary as sponsor of ABC's *Breakfast Club* are (l to r): Ed Smith, radio and television director, General Mills; Robert Spaeth (standing), product advertising manager for GM's Kix; Ken Laird, Tatham-Laird agency; John H. Norton Jr., ABC vice president, and Don McNeill, star of the show.

GENTLING ELECTED

Heads Minn. Broadcasters

MINNESOTA BROADCASTERS Assn. elected G. David Gentling, KROC Rochester, president at a meeting last week during the NAB District 11 convention in St. Paul. Mr. Gentling succeeds Melvin Drake, formerly general manager of WDGY Minneapolis.

Harry W. Linder, KWLM Willmar, was named vice president, replacing Carl Bloomquist, WEVE Eveleth. Kenneth M. Hance, KSTP Minneapolis-St. Paul, was re-elected secretary-treasurer. Seven directors were named as follows: Robert D. Kennedy, KBZY Grand Rapids; Herbert H. Lee, KDHL Faribault; John F. Meagher, KYSM Mankato; Lee Whiting, KEYD Minneapolis; F. Van Konynenburg, WTCN Minneapolis; M. M. Marget, KVOX Moorhead, and Mr. Bloomquist.

J. K. Wallace

J. K. (Spike) WALLACE, 71, president of the American Federation of Musicians, Local 47, Los Angeles, since 1940, died Sept. 25 at his home as a result of a heart ailment from which he had suffered for years. The body lay in state Sept. 28 at Malloy Mortuary, Los Angeles, and Sept. 29 at Musicians Union Bldg. from where funeral services were held. Cremation followed. Before becoming president of the AFM local, Mr. Wallace was for two years a contract musician with motion picture studios and previous to that trombone player with the original Los Angeles Philharmonic Orchestra. He is survived by his widow, Edith.

NATIONAL Academy of Broadcasting, Washington, offering special evening production and control board operation course to teachers, looking to day when educational stations will be in many schools.

ATAE COMPETITION

Canadian Admen Cited

CITED for "distinguished service to Canadian business and to the Canadian public," the Assn. of Canadian Advertisers, Toronto, received the top award last week in the annual competition conducted by the American Trade Assn. Executives. The award was presented at the ATAE's annual meeting in Boston.

The second Canadian organization in 15 years to receive the award, ACA also was cited for "its steadily expanded program of activities in the past 10 years which has resulted in its being recognized as the efficient voice of the national advertising industry in Canada." The program included formation and administration of several subsidiary operations, including the Bureau of Broadcast Measurement, Canadian Circulations Audit Board and Canadian Advertising Research Foundation.

MORE than two dozen vote summaries presented by WKTY LaCrosse, Wis., from radio room in LaCrosse Tribune Bldg.

'COFFEE WITH KAY'

KFAB Stresses Women's News

WITH stress on local programming and also catering to the trend of women ceasing to be "stay-at-homes," KFAB Omaha has tailored a women's program, titled, *Coffee With Kay.*

In preparing her program, Kay Wilkins, KFAB women's director, makes a careful study of established demands from the women in the station's coverage area. Completely sold across the board, the program has the shoppers' angle. Needlework, cookery, fashions and child psychology are an integral part of the format. General theme of the show is "News for the Women's World and a Key to Better Living."

Typical of recent *Coffee with Kay* research and presentation was the entire week Mrs. Wilkins spent at the Nebraska State Fair interviewing hundreds of farm and city homemakers. She also was the only broadcaster aboard the Army Engineer Corps' conducted tour of the Missouri River for the Omaha Inter-Club Council. On this tour, Mrs. Wilkins obtained the viewpoint of 80 women who represented a membership of 45,000.

* * *

Council members Mrs. E. H. Tuerk (l), president of Omaha Women's Clubs; Mrs. Rassmussen (2nd l), Inter-Club Council president, and Kay Wilkins listen as Gen. Samuel Sturgis takes the mike. Gen. Sturgis served as narrator of the Missouri River tour.

IF YOUR AM-TV-FM STATION NEEDS
promotional ideas sold to produce cash
revenue of from $200 to $1,000 per week,
Wire, Call or Write

Edgar L. Bill — Merle V. Watson
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES
Peoria, Illinois — — Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

programs promotion premiums

ABSORBING MIKE ● ● ●

KYW Philadelphia, sends trade letter in simulated handwriting of Bob Titer, sales manager. Letter explains dominance of John Franklin, station's newscaster. Last paragraph says, "Better hurry to buy this one. Here's a blotter to save ink-drying time." Blotter in shape of microphone, bearing station's call letters, is enclosed.

THOUGHTFUL SIGNOFF ● ●

KELA Centralia-Chehalis, Wash., daily signoff. Following customary information, announcer reads, "Because of a constitution, a bill of rights and a bunch of fighting GI's, KELA has the privilege of returning again tomorrow with another day of broadcasting free speech in a free nation." Recitation of "America" against musical background completes day.

SCHEDULE CARDS ● ● ●

WMLS Sylacauga, Ala., distributing football schedule cards throughout listening area. Included on each card are schedules of local high schools, and two largest state colleges. Scores are listed for teams schools played last year. Promoted by bus cards, store posters, auto bumper strips and air spots, cards call attention to station's football programming.

LBS JOINERS ● ● ●

WOL Washington and WWPB Miami, Fla., join Liberty Broadcasting System. Besides carrying features from system, WOL will feed news broadcasts to network seven times daily, 7:45 a.m., 12 n., 1:45, 3:30, 6, 6:30, 7:45 and 10 p.m. All newscasts, with exception of 6:30 p.m., read by George Campbell and Arthur McArthur. Nationally known commentator will use 6:30 period.

OUTSIDE PROMOTION ● ●

WGBG Greensboro, N. C. Station's *3:31 Club* was honored at halftime of night football game by Greensboro Senior High School. Show was selected as most popular disc program in town, and music, dancing, pageantry and special lighting effects were used in ceremonies. M.C. was Program Director Curt Welborne, *Club's* "Swingmaster," and demonstration was seen and heard by reported 7,000 fans. Events was recorded for airing on next day's *Club* broadcast.

ELECTION ADVENTURE ● ●

WTTN Watertown, Wis., daytime only station, was denied evening hours for election coverage by FCC. Accordingly, station worked out agreement with local Automatic Hostess Music System, which pipes music to 20 machines in taverns and cocktail lounges, and took over operations from 8 p.m. WTTN fed music and sponsored election returns, with commercials spotted between music selections, to "captive" audience during evening.

★ ★ ★ ★ ★ ★ ★ ★

CAMPAIGN BUTTON

WTIC Hartford, Conn. Current political campaign with inevitable campaign buttons was inspiration for WTIC's latest promotion. Celebrating its silver anniversary, station has distributed silver button bearing call letters and statement, "The people's choice for 25 years." Point of distribution is Eastern States Exposition where station maintains remote studio.

★ ★ ★ ★ ★ ★ ★ ★

MAIL SERIES ● ● ●

WGAR Cleveland, sends trade and public series of small folders headed, "Meet Me at 1220." Pieces are colored differently for each day in week. Inside shows caricatures of stars of programs heard on particular evening, with no titles given. Top of piece says, "Know who they are?" Bottom asks, "Are you right? Listen . . . night!" Theme of presentation is, "Stars aplenty at 1220."

FAIR BABY ● ● ●

WSGW Saginaw, Mich. Four-week-old station put in full schedule of coverage of Saginaw County Fair. Studio in Manufacturers Bldg., complete with organ, was setting of 42 pickups in six days. Shows included both special events and regular programming.

HAPPY HOMEMAKERS ● ●

KALL Salt Lake City, sends trade folder in fuchsia, blue and white telling of prominence of *Homemaker Program*, conducted by Gordon Owen. Pictures of Mr. Owen behind microphone and with various merchandising displays adorn edges of inside. Bottom of folder carries endorsements of show by pleased sponsors.

DUTCH INTERVIEW ● ● ●

WOOD Grand Rapids, Mich. Interview with Jacques Hoek, Netherlands journalist and former underground leader, was one of few foreign language interviews ever aired by station. Carried on Announcer Bob Runyon's news show, translating was done by Jake Buiten of Christian Reform Publishing Co. Station's coverage area includes many persons of Dutch origin.

YES MEN ● ● ●

WAVZ New Haven, Conn., distributes four-page, letter-size brochure entitled, "Yes, Mr. Crosby." Facsimile reproductions of column appearing July 24, 25 in New York *Herald-Tribune* under John Crosby's byline are featured. Articles were entitled, "A Radio Station With a Mind of Its Own," and "A Radio Station Operated Like a Newspaper." Both stress station's editorial policies and emphasis on news.

INGENIOUS REMOTE ● ●

WTVJ (TV) Miami, Fla., Sept. 16. Dedication ceremonies of new City Hall in El Portal offered no building high enough for microwave transmitter line-of-sight clearance. Crew engaged services of 100 ft. crane, to which transmitter was attached. Platform was anchored by guy wires and technical crew achieved perfect alignment with downtown receiving antenna allowing ceremonies to be telecast as scheduled.

DOUBLE BILLING ● ● ●

WNOX Knoxville, Tenn. At busy intersection in city, station sports two billboards. One on left reads, "WNOX," with arrow pointing to board beside it which claims station's leadership in airing of popular programs.

BROTHERHOOD SERIES ● ●

WEEI Boston, National Conference of Christians and Jews, Sat., 7:15 p.m. When Conference was holding workshop in human relations last summer, station sent engineering crew, under direction of Fred Garrigus, public affairs director, to transcribe highlights for later broadcast. Series now being carried in nine 15-minute segments.

LANG-WORTH
FEATURE PROGRAMS
SELL
SOFT DRINKS!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Caliber Programs at Local Station Cost

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.

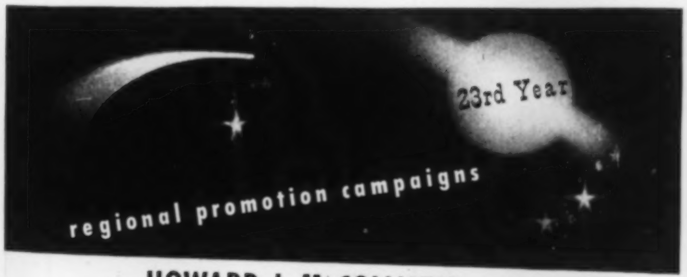
This 9:15 a. m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!

Nancy Goode

KMBC
of Kansas City
KFRM
for Rural Kansas



HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061

Shows with a Hollywood Heritage ★ Member N·A·B·

MANAGEMENT

Foley & Brockway Opens

GEORGE F. FOLEY Jr., director of television for Cecil & Presbrey Inc., has resigned to form Foley & Brockway Co., radio and television management firm.

Mr. Foley

Robert E. Brockway, motion picture producer who is currently president of Pathe Corp. and Director Products Corp., manufacturer and distributor of Pathe motion picture cameras and other photographic products, will join Mr. Foley in the new talent and package organization.

James N. Lister, also of Cecil & Presbrey, is resigning to head the production staff of Foley & Brockway. Company's offices will be located at 521 Fifth Ave., New York. A Hollywood office will be opened in December.

Mr. Foley, lawyer and radio and television director, formerly was director of Newell-Emmett and has supervised such shows as *Suspense*, *Danger* and *Beat The Clock*.

Frank Gilday, business manager of Cecil & Presbrey, will take over Mr. Foley's duties at the agency, it was also announced last week.

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A 26.0%
INDEPENDENT WERD 17.5%
Network Station B 16.0%
Network Station C 13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

FCC actions

SEPTEMBER 22 TO SEPTEMBER 28

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 22 Decisions . . .

BY COMMISSION EN BANC

Change in Antenna

KFQD Anchorage, Alaska — Granted application for CP insofar as it requests reduction in height of ant. from 325 ft. to 170 ft., operating on present assignment 790 kc 5 kw unl. Denied request change to 730 kc 10 kw unl.

Sept. 22 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station requested by following: WBNL Boonville, Ind.; KAVL Lancaster, Calif.; KJAN Atlantic, Iowa; WJON St. Cloud, Minn. License to cover CP new FM station requested by: WEOL-FM Elyria, Ohio; KFMX (FM) Council Bluffs, Iowa; KXYZ-FM Houston, Tex.

KBOR Brownsville, Tex.—License to cover CP change hours and DA.

License Renewal

Request for license renewal filed by following AM stations: KSBW Near Salinas, Calif.; KUBA Yuba City, Calif.; WBIS Bristol, Conn.; WRDW Augusta, Ga.; WVOT Wilson, N. C.; WJEL Springfield, Ohio; KOTA Rapid City, S. D.; WRGA Rome, Ga.; WWXL Peoria, Ill.; WXLW Indianapolis; KMBL Monroe, La.; WTVB Coldwater, Mich.; WBIG Greensboro, N. C.; KFJM Grand Forks, N. D.; WHBC Canton, Ohio; KCFH Cuero, Tex.; KCBD Lubbock, Tex.; KERN Bakersfield, Calif.; WBAT Marion, Ind.; KTRI Sioux City, Iowa; KARE Atchison, Kan.; KLFY Lafayette, La.; KGCX Sidney, Mont.; WWHG Hornell, N. Y.; WEGO Concord, N. C.; KTJS Hobart, Okla.; WHP Harrisburg, Pa.; WPAB Ponce, P. R.; KBUD Athens, Tex.; KPBX Beaumont, Tex.; KSIJ Gladewater, Tex.; KBRC Mt. Vernon, Wash.

Modification of CP

KMPC Los Angeles—Mod. CP change power etc. for extension of completion date from Oct. 1 until after final decision in Docket 9402.

WHP Harrisburg, Pa. — Mod. CP change power etc. for extension of completion date.

WFMD Frederick, Md.—Same.

WPRA Mayaguez, P. R.—Same.

KFI-FM Los Angeles—Mod. CP new FM station for extension of completion date.

KTLA (TV) Hollywood—Mod. CP new commercial TV station for extension of completion date to 2-1-51.

KSL-TV Salt Lake City—Same to 4-15-51.

WHAS-TV Louisville, Ky.—Same to 4-1-51.

KFMB-TV San Diego, Calif.—Same to 5-1-51.

License for CP

WOKY Milwaukee—License to cover CP change frequency etc.

AM—1320 kc

KCRA Sacramento, Calif.—CP change power from 1 kw to 5 kw and change DA AMENDED to request change from 1 kw to 5 kw-D, 1 kw-N, change DA-2.

AM—1590 kc

WTVB Coldwater, Mich.—CP change from 1 kw D DA to 1 kw-D, 500 w-N, install DA-N.

AM—1430 kc

Carl H. Meyer, Streator, Ill.—CP new AM station 1430 kc 250 w D AMENDED to request 500 w.

SSA—770 kc

KOB Albuquerque, N. M.—Extension of SSA 770 kc 25 kw-N 50 kw-D unl. for period beginning Dec. 1.

Modification of CP

WHMA-FM Anniston, Ala.—Mod. CP new FM station to change ERP to 3.65 kw, ant. height to 135 ft., change trans. site.

WLAN-FM Lancaster, Pa.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1350 kc

WHIP Mooresville, N. C.—CP change from 1 kw D to 5 kw D.

AM—1550 kc

WHBS Huntsville, Ala.—CP change from 1490 kc 250 w unl. to 1550 kc 10 kw-D 500 w-N unl. DA-DN.

APPLICATIONS RETURNED

WGLS Decatur, Ga.—RETURNED application for transfer of control from H. W. Pittsman et al to Guy W. Rutland.

KEYD Minneapolis—RETURNED application for license renewal.

APPLICATIONS DISMISSED

KSFE Needles, Calif.—DISMISSED application for mod. license to change hours from unl. to specified 7 a.m. to 7 p.m.

WGAI Elizabeth City, N. C.—DISMISSED application for assignment of license from WGAI Radio Co. to WCNC Inc.

September 25 Decisions . . .

ACTION ON MOTIONS

By Commissioner Jones

FCC General Counsel—Granted extension to Oct. 2 to file exceptions to initial decision issued re application for renewal of license of KEYY Pocatello, Ida.

FCC General Counsel—Granted extension to Oct. 19 to file exceptions to initial decision issued re applications of Crescent Bay Bcstg. Co., Santa Monica, Calif.

Frequency Bcstg. System Inc., Shreveport, La. — Granted dismissal without prejudice of its application; dismissed as moot petition for leave to amend filed Jan. 6.

FCC General Counsel—Granted extension to Oct. 2 to file reply to exceptions to initial decision issued in matter or revocation of license of KWIK Burbank, Calif.

FCC General Counsel—Granted extension to Oct. 11 to file exceptions to initial decision issued re applications of Surety Bcstg. Co., Charlotte, N. C.

WTNJ Trenton, N. J.—Granted dismissal of application.

KTKR Tuft, Calif.—Granted dismissal without prejudice of application.

KEPO El Paso, Tex.—Granted leave to amend application to change name of applicant to KWFT Inc.

WCEN Mount Pleasant, Mich.—Granted leave to amend application to reduce power to 500 w in lieu of 1 kw, and for removal of application, as amended, from hearing docket.

Radio Sumter, Sumter, S. C.—Granted leave to amend application to submit field intensity measurements for purpose of showing conductivity between Sumter and Newberry, S. C.

Hamtramck Radio Corp., Hamtramck, Mich.—Granted extension to Oct. 6 to file reply brief to exceptions to initial decision.

Paris Bcstg. Corp., Paris, Ill.—Ordered that hearing re application of Paris Bcstg. Corp. shall commence Oct. 25 at Washington, D. C.

WISE Asheville, N. C.—Ordered that hearing on application of WISE Asheville, N. C. is scheduled Dec. 18 at Washington.

By Fanney N. Litvin

FCC General Counsel—Ordered that transcript in proceeding re applications of WJBK Detroit be corrected in several minor respects.

FCC General Counsel—Granted extension to Nov. 28 to file proposed find-

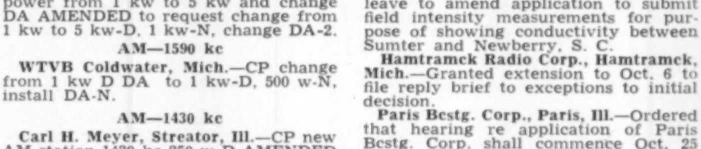
'LITTLE LYNNE'

Graces KTLN Broadcasts

EVERY Saturday afternoon between 3:45 and 4 p.m. KTLN Denver's studio is graced by the little figure of blonde and blue-eyed Lynne Irene Brown, 9 years old. The pint-sized program hostess is the discovery of R. John Hugh, station's production manager, who came upon "Little Lynne," as she is affectionately called, in the lobby of the Park Lane Hotel in Denver.

Her personality has carried her over the airwaves and into radio homes in Denver where children and parents alike have acclaimed the program as different and refreshing. At home before the microphone, Lynne selects a subject as the theme for each week's program and her discussion is elaborated by Mr. Hugh. Topics range from being "afraid," "pretending," to "why boys and girls have nightmares."

KTLN reports Lynne is evoking much enthusiasm from the station's listeners and as far as Mr. Hugh is concerned every Saturday afternoon is the time when he can relax before the microphone for a chat with "Little Lynne."



THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE In the Nation's Fastest Growing Market

KGW PORTLAND OREGON

ON THE EFFICIENT 620 FREQUENCY

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

ings re applications of WJBK Detroit.

KSVC Richfield, Utah—Granted continuance of hearing from Oct. 9 to Nov. 8 in Richfield.

By Leo Resnick

KSD St. Louis—Granted leave to amend its application by submitting set of field intensity measurements and translation of these measurements into graphical form, consisting of horizontal plane patterns for both day and night; remaining portion of petition requesting reconsideration and grant is referred to Commission.

By Elizabeth Smith

Easton Pub. Co., Easton, Pa.—Granted petition requesting that the consolidated hearing now scheduled to begin Oct. 11 on its application, be postponed until appropriate date, at least 60 days subsequent to date of decision of U. S. Court of Appeals for D. C. in proceedings now pending before such Court involving subject matter of hearing before this Commission.

Sunland Bcstg. Co., El Paso, Tex., Rio Grande Bcstg. Co.—Granted extension to Sept. 25 to file memorandum brief in proceeding re applications.

By Commissioner Jones

Civil Defense Office—Granted extension of time of 30 days from Sept. 15 for filing comments on proposed new Part 20 "Rules Governing the Disaster Communications Service"; time extended to Oct. 15.

September 25 Applications . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following AM stations: WSPC Anniston, Ala.; KALI Pasadena, Calif.; KTUR Turlock, Calif.; WNMP Evanston, Ill.; KPRS Olathe, Kan.; WIL St. Louis; KLMS Lincoln, Neb.; WJOC Jamestown, N. Y.; KQV Pittsburgh; WATS Sayre, Pa.; WXRF Guayama, P. R.; WHLL Wheeling, W. Va.; WABB Mobile, Ala.; KCBC Des Moines; WOOK Silver Spring, Md.; WQBC Vicksburg, Miss.; WAWZ Zarephath, N. J.; KCRC Enid, Okla.; KNED McAlester, Okla.; WDBL Springfield, Tenn.; KXIT Dalhart, Tex.; KLVL Pasadena, Tex.; KFDA-FM Amarillo, Tex.; WCOP-FM Boston.

License for CP

KNEA Jonesboro, Ark.—License to cover CP new AM station.

KCJB Minot, N. D.—Same.

KFDR Grand Coulee, Wash.—Same.

KHBL (FM) Plainview, Tex.—License to cover CP new noncommercial educational FM station.

KWED Seguin, Tex.—License to cover CP increase power etc.

KREM Spokane, Wash.—License to cover CP change frequency etc.

AM—730 kc

KFQD Anchorage, Alaska—CP change from 790 kc 5 kw unl. to 730 kc 10 kw unl.

AM—970 kc

WVOP Vidalia, Ga.—CP change from 1450 kc 250 w unl. to 970 kc 1 kw D.

AM—1570 kc

Myron Jones, Erie, Pa.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1570 kc 250 w D.

AM—800 kc

Great West Co., Cheyenne, Wyo.—CP new AM station 800 kc 1 kw D AMENDED to request 500 w.

(*Continued on page 86*)

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice *of* Kansas *in* TOPEKA

CONNIE RUSSELL, vocalist on the *Dave Garroway* morning broadcasts via NBC under sponsorship of Armour & Co., lends glamour to a business conference in Chicago. L to r: J. W. Cameron, account executive, Foote, Cone & Belding; Dave Garroway; Miss Russell; J. R. Herd, sales manager, household soap division, Armour; R. E. Whiting, Armour, household soap advertising manager, and Jack Haskell, baritone vocalist on the five-a-week show.

BARKLEY TOUR

Heavy Radio Use Indicated

AN EXTENSIVE speaking tour by Vice President Alben Barkley on behalf of Democratic Senatorial and Congressional candidates, indicating considerable use of local radio and some network facilities, was announced last week by the Democratic National Committee.

At the same time, it was learned that the party's radio advisors have been pressing President Truman to reach a decision on how many radio addresses, if any, he will schedule during the forthcoming Congressional elections.

Kenneth Fry, radio-TV director of the Democratic National Committee, said last week he had advised the White House of the fact that time was growing short, and that with the campaign now officially underway, paid radio commitments should be evolved as quickly as possible.

Whether the President will speak on radio or television has been a matter of speculation, but authoritative sources feel he will make at least one major address. The Chief Executive's radio advisors, it was learned, have urged him to schedule more than one speech on the airlanes.

In the event Mr. Truman chooses not to utilize the media on any large scale, it was thought likely that arrangements would be completed to permit the Vice President to speak for Democratic candidates on one or two occasions over network facilities. Mr. Barkley's projected tour was seen in some quarters as evidence that the President will remain in Washington rather than stump the country for the Democratic cause.

Possibility also was held out that Mr. Truman may limit his radio appearances to an address on the eve of the Congressional elections.

Mr. Barkley is slated to make approximately 30 speeches in 15 states during October and the first week of November, beginning with an address in Wisconsin this Thursday. Other states listed (cities had not been set), most of them in "critical" election areas, include Iowa, Missouri, California, Washington, Idaho, Utah, Colorado, Indiana, New York, Connecticut, Pennsylvania, Ohio, Kentucky and Illinois.

Paid Basis

According to Mr. Fry, local Democratic committee organizations will arrange Mr. Barkley's schedule of radio addresses, all of which presumably will be carried locally by stations in each city on a paid basis. A few of the Vice President's speeches are expected to be tabbed for network pickup.

President Truman last Wednesday spoke by transcription on ABC, 3:25-3:30 p.m. in connection with celebration of Democratic Women's Day commemorating the 31st anniversary of women's suffrage. The five-minute recording also was made available to other networks for presentation at a later hour. NBC and CBS reportedly turned down the scheduled afternoon address for broadcast at that time because of network commitments.

The Democratic Women's Day recording by the Chief Executive was aired as a public service or "non-partisan speech, though not without some questioning by newsmen.

According to original plans, it was learned, Mr. Truman was to have directed his address to "Democratic women" throughout the country. This plan was scrapped on advice of Democratic advisors who felt such a reference would plainly stamp the broadcast as political.

In his remarks, the President alluded to Democratic Women's Day but directed his message to all women. He spoke on suffrage rights they have enjoyed the past 31 years, as well as their responsibility for taking a more active part in public affairs.

To the Rescue

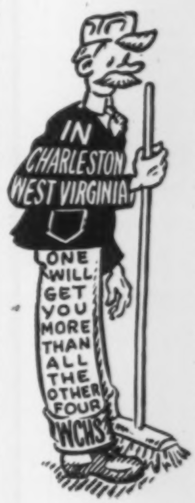
A TWO-year-old's appetite for ice cream gave an urgency to the appeal sent to WMTR Morristown, N. J., by local police last week. Would WMTR please find the parents before the kid worked his way through all the pocket money on the force? WMTR did—in exactly eight minutes!

Mr. Courtland P. Dixon
Ted Bates and Co.
New York City

Dear Courty:

You and Willie th' Penguin will be glad ter know thet yuh made a smart move when yuh bought time on WCHS in Charleston, West Virginny! In th' first place, Charleston is a mighty good town, yessirree! Why Courty, th' average fambly income in this here town is a third higher then th' country as a whole, an' thet ain't hay! An' then, WCHS gives yuh 28 percent more nighttime lisseners, and 15 percent more in daytime then effen yuh bought all th' other four stations in town! But th' real payoff is thet WCHS costs yuh lessen half as much as th' other four! Now thet's a real bargain, ain't it Courty? Keep thet in mind when yuh goes lookin' fer a station again!

Yrs.
Algy



IN CHARLESTON WEST VIRGINIA
ONE WILL GET YOU MORE THAN ALL THE OTHER FOUR
WCHS

WCHS
Charleston, W. Va.

FCC Actions

(Continued from page 85)

Applications Cont.:

Modification of CP

KVOL Lafayette, La. — Mod. CP change frequency etc. for extension of completion date.

WARM-FM Scranton, Pa.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1370 kc

KBUC Corona, Calif.—CP change D power from 500 w to 1 kw.

AM—1010 kc

KSMN Mason City, Iowa—CP increase power from 1 kw to 10 kw.

APPLICATIONS RETURNED

WLBG Laurens, S. C.—RETURNED application for involuntary transfer of control from John Wells Todd, deceased, to J. W. Todd III and Richard Todd, executors.

WLOS Asheville, N. C.—RETURNED application for license renewal.

APPLICATION DISMISSED

WAYB Waynesboro, Va.—DISMISSED application for transfer of control from Earl M. Key to N. Wilbur Kidd and John A. Brown.

September 26 Decisions . . .

BY THE SECRETARY

WJXN Andalusia Bcsctg. Co., Jackson, Miss.—Granted voluntary assignment of license to Jackson Bcstg. Co.

KWOR Worland, Wyo.—Granted license install new trans.

KHUB Near Watsonville, Calif. —Granted license install new trans.

WPOR Portland, Me.—Granted license to use old main trans. as aux. on 1450 kc, 250 w, and covering installation new trans.

WOR New York—Granted license install new vertical ant. for aux. to be used with presently licensed 5 kw aux. trans.

WOKY Milwaukee — Granted license change freq. etc. 920 kc, 1 kw DA-1 unl.

WPFB Middletown, Ohio—Granted license install alternate automatic frequency control.

KUBA Peach Bowl Bcstrs. Inc., Yuba City, Calif.—Granted voluntary acquisition of control through sale of 12,000 sh. common stock from Beverly B. Ballard to Chester V. Ullom for $12,000.

Coast Ventura Co., Ventura, Calif.—Granted license for new remote pickup, KA-4269.

Nueces Bcstg. Co., Corpus Christi, Tex.—Granted license new remote pickup. KA-6974.

The Elk County Bcstg. Co., St. Marys, Pa.—Granted license for new remote pickups, KA-7019, 6988.

WTRT Toledo, Ohio—Granted license new FM station; 99.9 mc, Ch. 260, 8.8 kw, 160 ft.

Antietam Bcstg. Corp., Hagerstown, Md.—Granted request to cancel licenses and delete remote pickup stations.

WSPE Board of Education of Central School District No. 1 of Towns of Concord, et al., N. Y.—Granted CP new noncommercial educational FM station; ch. 219, 91.7 mc, 10 w.

Chippewa Valley Radio and Television Corp., Eau Claire, Wis.—Granted CP and license new remote pickup, KA-7670.

Scranton Bcstrs. Inc., Scranton, Pa.—Granted CP and license new remote pickup, KA-7669.

Eastern Radio Corp., Reading, Pa.—Granted CP licenses for new remote pickup stations, KGB-437, KA-7667, KA-7668.

KTOK Inc., Oklahoma City, Okla.—Granted mod. CP KKA-79 to change from FM STL to standard broadcast STL changing frequency from 45.0 mc to 931.5 mc.

KBLI Blackfort, Ida.—Granted mod. CP for approval of ant. trans. and studio location.

KDLA DeRidder, La.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WFMD Frederick, Md.—Granted mod. CP for extension of completion date to 11-15-50.

WFMK La Salle-Peru, Ill. — Granted mod. CP for extension of completion date to 3-6-51 on cond. that construction be completed or interim operation provided by that date.

KNEA 'Plush' Studios

THE hotel apartment originally decorated for the late Crawford Noble, world renowned musician, is now serving as studios of KNEA Jonesboro, Ark. Located in Jonesboro's Hotel Noble, the studios are on the three floors formerly occupied by the apartment. One studio boasts a pipe organ, another a 30-ft. natural rock chimney—plus elaborate interior decorations.

WIS-AM-FM Columbia, S. C.; WSPA-AM-FM Spartanburg, S. C., and WIST (FM) Charlotte, N. C.—Granted voluntary assignment of licenses to The Bcstg. Co. of the South, newly formed corporation.

WNOR Norfolk, Va.—Granted license install. aux. trans. on 1230 kc, 250 w.

KCRC Enid, Okla.—Granted license install new trans.

KTUL-AM-FM Tulsa, Okla.—Granted voluntary acquisition of control of licensee from John Toole Griffin and Marjory Griffin Leake, executors of Estate of J. T. Griffin, deceased, to John Toole Griffin and Marjory Griffin Leake, individually.

American Bcstg. Co., New York — Granted extension of authority to transmit recorded programs from 30 Rockefeller Plaza, New York, and other points throughout U. S. where licensee maintains studios to all broadcast stations under control of Canadian authorities that may be heard consistently in U. S., for period beginning 3 a.m. (EST) Nov. 9 and ending in no event later than Nov. 9, 1951, provided program has been, is being, or will be broadcast in U. S. by licensee.

KDTH-FM Dubuque, Iowa—Granted license new FM station, 100.5 mc, 45 kw, 650 ft.

WIBB Macon, Ga.—Granted acquisition of control thru sale of 10% common stock from Thomas S. Carr to Thomas H. Maxwell for $4,500.

WWNC Asheville, N. C.—Granted acquisition of control by Don S. Elias thru purchase of 125 sh. common stock from Brandon P. Hodges for consideration of $31,250.

WFLN Philadelphia—Granted voluntary assignment of license to Lawrence M. C. Smith tr/as Franklin Bcstg. Corp.

KEEN San Jose, Calif.—Granted mod. license to change main studio location to north of San Jose, Calif.

Caribbean Bcstg. Corp., Arecibo, P. R.—Granted CP new remote pickup.

WSAP Portsmouth, Va.—Granted CP install new trans. as aux. on 1350 kc, 1 kw.

WAER Syracuse U., Syracuse, N. Y.—Granted CP make changes in noncommercial educational FM station to change operating power from 2.6 w to 1 kw.

WERS Emerson College, Boston — Granted CP make changes in noncommercial educational FM station to change frequency to 88.9 mc; power from 10 w to 250 w.

Following were granted mod. CPs for extension of completion dates as shown: WHO Des Moines, to 1-1-51 (cond.); WGAF Valdosta, Ga., to 4-10-51; WHAS-TV Louisville, Ky., to 4-1-51; WCBS-TV New York, to 4-10-51; WIBA-FM Madison, Wis., to 4-11-51; WAFM Birmingham, Ala., to 1-1-51; WBIB-FM New Haven, Conn., to 12-30-50; WGNR-FM New Rochelle, N. Y., to 3-15-51; WARD-FM Johnstown, Pa., to 12-30-50; WDSU-FM New Orleans, to 3-28-51; WWOL-FM Buffalo, N. Y., to 4-1-51.

September 26 Applications . .

ACCEPTED FOR FILING

License for CP

WEIR Weirton, W. Va. — License to cover CP new AM station.

KUGN Eugene, Ore.—License to cover CP change frequency etc.

WKBZ-FM Muskegon, Mich.—License to cover CP changes in FM station.

WTAR-TV Norfolk, Va.—License to cover CP new commercial TV station.

AM—1550 kc

WHBS Huntsville, Ala.—CP change from 1490 kc 250 w unl. to 1550 kc 10 kw-D 500 w-N unl. DA-DN.

AM—1350 kc

WHIP Near Mooresville, N. C.—CP increase power from 1 kw to 5 kw.

License Renewal

WSIC-FM Statesville, N. C.—License renewal FM station.

Modification of CP

KTOK-FM Oklahoma City—Mod. CP new FM station for extension of completion date.

September 27 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Charles H. Chamberlain, Bellefontaine, Ohio—Designated for hearing at Washington on Dec. 18, application for CP new station 1390 kc, 500 w D; made WKJG Ft. Wayne, Ind., and WING Dayton, Ohio, parties.

Blanfox Radio Co. Inc., Cumberland, Ky.—Designated for hearing at Washington Dec. 19, application for CP new station 1490 kc, 250 w unl; made WOPI Bristol, Tenn., party.

William M. Bunker and Tribune Pub. Co., Tacoma, Wash.; KBRO Bremerton, Wash.—Designated for consolidated hearing at Washington Dec. 19, applications of Bunker and Tribune, each requesting CP new station, 1400 kc, 250 w and of KBRO to change frequency from 1490 kc to 1400 kc (250 w unl.).

SSA—1380 kc

WAMS Wilmington, Del.—Denied application for SSA to operate on 1380 kc with 1 kw unl. DA for 6 mo. or until final disposition has been made of its application for fulltime operation.

Rule Waived

WSAZ Inc. Huntington, W. Va.—On request waived Sec. 4.166 of rules to permit operation of TV relay stations KQB-77, 78, 81 and 82 without licensed radio operator being on duty at trans. site, subject to express engineering cond., such authorization to terminate Feb. 1, 1951.

SSA-Exp. TV

National Bcstg. Co., Stratford, Conn.—Granted SSA for 90-day period to operate 50 w composite TV trans. as exp. TV station on VHF Channel 4 at trans. site of its UHF exp. TV station KC2XAK at Stratford, for purpose of comparing VHF and UHF signal strength and picture quality; cond.

License Extension

WNDR-FM Syracuse, N. Y.—Granted temp. extension of license to Nov. 1.

Replace CP

WKAT-FM Miami Beach, Fla.—Granted new CP, expiration date six mo. hence, to replace expired CP for Class B FM station on Ch. 226 (93.1 mc), 50 kw; cond.

Request Denied

WCBM-FM Baltimore, Md. — Denied request to remain silent pending filing of and Commission action on application for mod. CP to change trans. site to site recently authorized for AM station WCBM.

KLON Long Beach, Calif.—Placed in pending file application for CP non-

(Continued on page 91)

Gates *has it*

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GATES RADIO COMPANY
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POWER GAIN PER DOLLAR!
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Used By More Radio Stations Than All Other Professional Tape Recorders

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager wanted, 5000 watt, southern independent, experienced, live wire, hustler under 35 who can build strong sales organization, unusual opportunity, confidential, write fully, send photo. Box 467G, BROADCASTING.

Manager wanted for 250 watt AM and FM network station, newspaper owned, in very prosperous midwest city and market; only station in city; newspaper gives fullest support and selling is on clean competitive basis; applicant must either have proven record of selling or be able to convince us that he can sell radio and also assume complete management; salary plus percentage of profits; will consider selling interest to right man; tell all about yourself in first letter including age, experience, salary requirements, habits, family and send photo and references; you need not hesitate to answer this ad and your reply will be held in strictest confidence. Box 530G, BROADCASTING.

Manager-salesman fulltime local fast growing Carolinas city. Owner will consider selling 25% or more to proven producer. Present manager acquainted this ad. Replies strictly confidential. Box 551G, BROADCASTING.

Wanted—Manager not interested in titles and glory, but good pay for sober, business approach with well rounded radio experience, capable of selling. Box 575G, BROADCASTING.

Salesmen

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Texas ABC station desires aggressive, experienced salesman. Permanent. Equitable compensation. Box 476G, BROADCASTING.

Wanted: Experienced time salesman for an eastern non-competitive market. Salary plus incentive arrangement. Please furnish details of experience. Box 511G, BROADCASTING.

24-hour-a-day, independent station, in market of 600,000, with second highest Hooper rating in area, desires experienced, conscientious, hard working, radio time salesman. Will pay good drawing account against 15% commission. Car necessary. Rush complete resume and late snapshot, if available, to Box 513G, BROADCASTING.

If you have always wanted to live in California, here is your chance! San Francisco independent needs aggressive young salesman. Salary and commission. Ideal working conditions and good potential. This is the opportunity for a qualified, experienced time salesman to live in California. Write Box 547G, BROADCASTING giving background, references and photo.

Salesman, experienced. Starting salary $125.00 per week plus commission. Do not apply unless you can produce billing records at present or previous employment. Box 573G, BROADCASTING.

WRAC, Racine — Wisconsin's second market needs one good salesman. This is a pleasant community with only two stations. We want a man who wants a permanent job in a small hard-hitting operation. Some guarantee against liberal commissions. Write Herschell Lewis.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Wanted: Combination announcer-first class license man, $75.00 for forty hours. Southeastern network station. Box 501G, BROADCASTING.

Help Wanted (Cont'd)

Announcer, team or couple for one day a week in N.Y.C. Must be good at direct selling particularly foods. Give details. Box 526G, BROADCASTING.

Combination engineer - announcer wanted by progressive Minnesota station. Must be good announcer. Car necessary. Send disc and letter Box 532G, BROADCASTING.

Wanted, three engineer-announcers with emphasis on announcing for North Carolina Mutual affiliate 1000 watt AM station 10,000 watt FM station. Positions will be open for these men on or about December First 1950. Ideal working conditions, base salary plus time and one half overtime and talent fees. Send all information and disc to Box 582G, BROADCASTING.

Announcer with ticket. Must be experienced and good. Modern, furnished apartment plus above average pay for right man. No floaters. Tell all in air mail letter and send disc to Carl Dunbar, KSIL, Silver City, New Mexico.

Need combination engineer-announcer. Emphasis placed on announcer. Also some sports. Must have experience. Contact C. R. Horne, KXRJ, Russellville, Arkansas.

First rate announcer, capable of board work who can sit down and talk to people for his sponsor. Good future for right man, send full information but no disc until requested. Inexperienced people or students please do not reply. KXXX, Colby, Kansas.

Immediate opening announcer-engineer, emphasis on announcing. Some experience preferred. Send disc, background, draft status, salary requirements. WDEC, Americus, Georgia.

Announcer-engineer. Immediate opening at 250 watt station. Future for men willing to work. Salary depends on ability. Station growing. WFTR, Front Royal, Virginia.

Immediate opening announcer-copywriter, $200 month start, WGVM, Greenville, Mississippi.

Announcer-engineer. 1st class ticket. Network affiliate, ideal working conditions and advancement opportunity. Must be good announcer. Air mail disc, salary requirements, full details. WHIT, New Bern, N. C.

Announcer-operator wanted. State details, salary requirements etc. first letter. Personal interview necessary. WKTY, La Crosse, Wisconsin.

Announcer-engineer, name your salary if you have good selling voice, first phone and want job in top rural market in South, efficient but congenial operation, excellent living, county 98% white. Rush disc, background details; WKUL, Cullman, Alabama.

Combination announcer-engineer, first class ticket, Virginia daytimer independent. Living accommodations available. Send disc and letter giving reserve or draft status. WNNT, Warsaw, Virginia.

Personality disc jockey. Morning or afternoon show. Air mail disc immediately, WORL, 199 Washington St., Boston, Mass.

Wanted for Washington, D. C. market, combination announcer. Control board operation essential with emphasis on good selling delivery. Must have experience. Phone or write for audition Carl Lindbergh, WPIK, Alexandria, Virginia.

Technical

Wanted: Engineer, ten years experience, capable of maintaining and operating 5 kw directional AM system, 10 kw FM system. Including studio audio equipment. Possibilities of entering TV field. Station located New York state. Box 572G, BROADCASTING.

Help Wanted (Cont'd)

Need first phone operator for 1000 watt independent Texas station. Excellent opportunity for right now. Box 571G, BROADCASTING.

Wanted: Operator with a first class ticket for WFNC, Fayetteville, North Carolina. Please wire or call.

Chief engineer with ability to announce. Present chief called to Army. Good salary and working conditions. Must be in by November first. WHLF, South Boston, Virginia.

Wanted-First phone engineer, combination desired, not necessary. Experience unnecessary. Phone E. B. Evans, 760 collect, Wooster, Ohio. Future for the right man.

Production-Programming, others

Sales promotion director, experienced. Starting salary $100.00. Give all details and state when available. 5000 watt ABC affiliate in market of one-half million. Box 574G, BROADCASTING.

Woman continuity director. **Some air work. Rush photo, disc and copy samples. Larry Filkins, KSCB, Liberal, Kansas.**

Wanted, male or female stenographer. Secretary to owner group of Mutual affiliates. Starting salary $50 or more weekly, depending on ability and experience. Write or wire Wm. T. Kemp, KVER, Box 1388, Albuquerque, New Mexico.

Situations Wanted

Managerial

Manager-commercial manager, 13 years radio and newspaper management and sales. Solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. Good record, excellent references. Family man, two children. Draft exempt. Box 37G, BROADCASTING.

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

Former commercial manager of 50 kw station going back into radio. Out of radio for two years to be executive in large manufacturing concern. Experience includes four years display advertising with large daily and three years in farm magazine as advertising manager. Solid citizen with small family and top level references. Can change October 1. Box 354G, BROADCASTING.

Manager, program director, salesmanager. Highest industry references and requisites. Can cover all phases station operations and produce going concern. College degrees; average age, 30. Can assume control of new CP or turn loosing station into profitable operation. Sound, long range policy. Large and small market experience. Expert low cost operation. Desire to relinquish control of present station. No fiy-by-night investors need apply. We are reliable, sound radio businessmen. Box 497G, BROADCASTING.

Production - programming-management, experienced all phases. Cost conscious, good staff handler. Can do and have done everything from sales to mike work, no failures. No draft worries. Young, vigorous, well trained under able men. Available immediately. Box 535G, BROADCASTING.

Married man with family desires position as commercial manager or salesman and newscaster, fine sales record, very strong on news. Eight years radio experience. Box 536G, BROADCASTING.

Attention Florida, managers: open your eyes to hot DJ and inspired copywriter in central Florida. Must make more money. Box 539G, BROADCASTING.

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager, commercial manager, solid background in business management, sales, promotion, programming and station organization. Excellent character and business references. Family man. Veteran. Box 576G, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Go no further! Got to keep the local merchants happy, so I firmly believe in service. In sales long, long time. They can't stump me on questions. No hurry-presently employed. Strong on name credit. Just plain old fashioned merchandising. Central states. Complete resume follows. Box 529G, BROADCASTING.

Salesman. Experienced independent and network. Can sell competitive markets. Good program ideas as well as sales ability. Prefer southeast. Box 531G, BROADCASTING.

Salesman—Young, single, experienced college graduate, prefers middle or southwest. Photo and references on request. Box 543G, BROADCASTING.

Sales-sales manager, outstanding sales record in major metropolitan market, selling national and local accounts. Knowledge of sales promotion and ability to plan sales campaigns. Seeking good sized market where successful sales will be recognized. Age 28, veteran, married. Box 555G, BROADCASTING.

Experienced salesman, married, hard working. Preferably south. Excellent references. Box 559G, BROADCASTING.

Announcers

Major league baseball announcer. All sports. **Staff.** College graduate. Married. Box 910F. BROADCASTING.

Announcer, former staff 5,000 watt NBC affiliate. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers on this earth. Box 356G, BROADCASTING.

Experienced versatile announcer, continuity writer. Complete details upon request. Box 440G, BROADCASTING.

Mature, versatile ideas and voice. Strong as air salesman and newscaster. Presently employed as program director-announcer but wish larger market area. $75 minimum. Box 500G, BROADCASTING.

Announcer, ten year man, experience at two 50 kw kilowatt stations, also year and a half television, desires good staff job or news or sports director position. Available October 15th. John Egan. Box 518G, BROADCASTING.

Announcer, deejay, married, child, presently employed. 2 years experience, degree. Seeking opportunity, security. Friendly voice. Disc, tape available. East, midwest preferred. Box 527G, BROADCASTING.

Thoroughly experienced sportscaster desires baseball, basketball and football play-by-play. Preferably Rocky Mountain area or far west. Have done college basketball for regional network. Draft exempt. Highest recommendations. Box 537G, BROADCASTING.

Sports announcer. Ten years play-by-play. Outstanding, different sportscasts. Box 550G, BROADCASTING.

Announcer, single, 25, veteran. College trained in radio. Wants fulltime job announcing. Salary secondary. East only. Box 552G, BROADCASTING.

I'm not offering fantasy. I'm offering experience since 1935; announcing, programming, dramatics. Network quality voice. Steady, 35, family, draft exempt. If you give security and pay living wage, make offer to Box 557G, BROADCASTING.

Available October 9. Young announcer-operator, writer, with accent on news, music and commercial copy. Completing one-year course at topflight radio school. Will travel anywhere and will consider all offers. Box 561G, BROADCASTING.

Sportscaster, currently working baseball and football in the southeast. Three years experience in calling college basketball and hockey. Looking for basketball and/or hockey work. Preferably in the northeast. College graduate and draft exempt. Box 563G, BROADCASTING.

Announcer, control board operator. Competent, conscientious, reliable, willing settle small community. Details and disc available. Box 567G, BROADCASTING.

Announcer. Excellent background. Five years experience. Now working metropolitan 5 kw station. Specialty, news and sports. The best references. Box 570G, BROADCASTING.

Newscaster, disc jockey. 3 years experience. Young vet. Top references. Desire position without board work in metropolitan area. Box 578G, BROADCASTING.

Situations Wanted (Cont'd)

Recent graduate leading announcing school New York. Thoroughly trained in staff announcing. Pleasing voice, personality. Willing, conscientious, efficient worker. Looking for first "break." Box 579G, BROADCASTING.

Experienced announcer. Four years staff and special events including sports. Age 24, married, draft exempt. Presently employed, desires progressive station. Box 583G, BROADCASTING.

Announcer, veteran, 28, reliable, conscientious. Recent graduate leading radio school. Box 586G, BROADCASTING.

Announcer, specialize in news, music, general announcing. Deferred veteran. Send for disc, data, photo or personal audition. Ray Maurice, 30 W. Chicago Ave., Chicago.

Staff, sports announcer, 3 years commerical experience. Can broadcast and write sports. College grad. Contact Mike Wynn, 370 Columbus Avenue, N. Y. C., Phone TR 7-2617.

Technical

Chief engineer, twenty years broad technical experience including construction of two stations. Presently chief engineer of one kw. Family. Box 381G, BROADCASTING.

Chief engineer, veteran, married, experienced all phases broadcasting, construction. Permanent position, stable station, available immediately, best references. Write Box 434G, BROADCASTING.

Engineer, 32 months transmitter, remotes, tape recordings. Army radar experience. Graduate RCA Institute, N. Y. C. Presently employed. Box 473G, BROADCASTING.

Capable, experienced chief engineer looking for permanent position at well established station. Family man, 35 years, good worker and character. Will consider straight engineering with suitable station. Available at once. Box 488G, BROADCASTING.

Engineer, license, degree, 12 years experience. Box 528G, BROADCASTING.

Young man with 1st phone, seeking engineering position, no experience but ambitious, willing to learn. Northeast preferred. Box 533G, BROADCASTING.

Experienced combination 1st class engineer, announcer. Experience in indies and network station. Desires permanent position with progressive station in northeastern U. S. Disc, photo on request. Box 534G, BROADCASTING.

Southwest: Satisfactorily employed combination man wants job with chance of advancement. Eager and willing to learn more. Have 3½ years experience and wants work near home area of southern California. No hurry. If future opening available will wait. Age 23, draft exempt, $250.00 minimum. Box 537G, BROADCASTING.

Combination man—Experienced, reliable. Desires permanent position as combination man or control room and transmitter engineer. Box 538G, BROADCASTING.

Chief engineer invites correspondence with established broadcaster. Long creditable experience in all phases engineering includes multi element directionals. Draft proof. Ready for TV. Top references. Box 545G, BROADCASTING.

Engineer, 3 years experience. Presently chief of 250 watt station. Doing combo work, 29 years, married, one child, have car. Box 546G, BROADCASTING.

Experienced operator-engineer, 250 to kilowatt, first phone, all phases, net, remotes, tape and disc and transmitter. Box 548G, BROADCASTING.

Chief engineer. 17 years experience seeks opportunity with progressive station. Preferably south. Best references. Box 566G, BROADCASTING.

Recent graduate leading school. 1st phone, no experience, veteran, married, desires permanent position. Will travel. Box 568G, BROADCASTING.

Engineer, age 24, married. Transmitter and studio experience in 250 watt and 1 kw stations. Experience in construction of 1 kw directional and installation and maintenance of 2-way systems. No announcing. Box 584G, BROADCASTING.

Engineer, experienced, first phone, FM trans and control remotes, recording, own car. Box 585G, BROADCASTING.

Situations Wanted (Cont'd)

First class ticket, 2½ years experience, network and independent, control and transmitter, married, have car. Box 549G, BROADCASTING.

Engineer, one year experience, young, single, draft exempt, no drinker, desires job in southern California. Box 466, Glendale, California.

Broadcast position wanted: Young man, 26, ex Navy radio operator. Hold first phone and telegraph license. Active ham. Travel anywhere U. S. Charles Glock, 137-35 Springfield Blvd., Springfield Gardens, New York.

Engineer-announcer. Vet, first class ticket, schooled in announcing. Ability, willingness to learn. Disc, photo. Travel anywhere. John Norton, 1431 W. Jackson Blvd., Chicago.

Production-Programming, others

Continuity writer. Capable of intelligent, crisp commercial copy, desires position with small progressive organization. Young, conscientious, dependable. Preferably no announcing. Box 479G, BROADCASTING.

Program director, sportscaster, experienced in all phases of station operation, sales and promotion. Available, no draft status. Box 517G, BROADCASTING.

Draft exempt family man. 10 years in radio. Program, news, sports director. Photogenic. Desires association with TV-AM organization. Presently employed. Prefers middle Atlantic area. Box 540G, BROADCASTING.

Educational-vocational counselor (M. A., Columbia University) experienced writer, young woman, has novel idea for vocational guidance series, script furnished on request; could also conduct your educational programs; radio or TV. Box 554G, BROADCASTING.

Program director, 10 years radio. Excellent references. Will answer all replies fully. Box 556G, BROADCASTING.

Program director. Successfully programmed two eastern fulltime independents. Productive ingenuity, steadying influence will stimulate operation, create profits. Box 564G, BROADCASTING.

Program director looking for permanent berth! Experienced in DJ stints, straight announcing, traffic, continuity, promotion, production, programming. College grad. Steady, sober and ambitious! Non-draftable. Single. Tape available. Offers? Box 565G, BROADCASTING.

Finally! Good small station program director. East, midwest only. Qualified. Box 569G, BROADCASTING.

Program director and/or assistant manager. Excellent background in promotion, programming, sales and station relations. Excellent references. Above draft age. Box 577G, BROADCASTING.

Program director-announcer, 15 years experience with a proven audience builder record, plus sales. References. Box 581G, BROADCASTING.

For Sale

Stations

$25,000 buys 35% or majority stockholding in a fulltime high power AM plus FM independent station. Currently in black on expanding gross. Give financial qualifications in first letter. Possibility for active or inactive investment. Box 387G, BROADCASTING.

1000 watt AM daytimer and 14 kilowatt FM fulltime. Controlling interest for sale. Located in Virginia. Identify yourself fully in confidence and state information wanted. Box 503G, BROADCASTING.

Equipment, etc.

Rek-O-Kut transcription cutting table, 16 inch, largest size, complete, like new, $800.00 value for only $600.00. Box 315G, BROADCASTING.

For sale—GE BT-3-A 3 kw FM transmitter, GE BM-1-A modulation monitor, GE BA-5-A limiting amplifier, GE BY4-A four bay FM antenna, 400 foot CP 1⅝ inch coax, model 46 Communications Products dry air pump. Box 541G, BROADCASTING.

General Electric BT-9-A studio to transmitter link complete with receiver and two parabolic antennas frequency 940.5 mc. Box 542G, BROADCASTING.

For Sale (Cont'd)

RCA BTF-3 B FM transmitter with original tubes and spares, $4500.00. Also H.P. frequency and modulation for FM. 2 Presto 6 N recorders. 800 ft. of communications products. 52 ohm flanged ⅞ transmission line. Box 562G, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Complete Gates 250 D "Customaire" xmeter with modulation monitor, frequency monitor and limiter amplifier, all Gates. Wincharger type 101, 150 foot guyed tower equipped with A3 lighting. Equipment two years old. Contact Webster Taylor, WMIK, Middlesboro, Kentucky.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted: 250 w AM transmitter, cash or exchange 250 w FM RCA transmitter and monitor; above also for sale. Box 441G, BROADCASTING.

Complete equipment for 250 watt AM and 250 watt FM installation. Must be in excellent condition, priced right and presently located in North Carolina or Virginia. Tell all first letter. Box 504G, BROADCASTING.

Used 10 kw transmitter. State condition and lowest cash price first letter. WBSC, Bennettsville, S. C.

Wanted, studio to transmitter link equipment on 940-952 mc or 150-175 mc band. Please state price, type equipment, frequency range and condition. Box 553G, BROADCASTING.

Wanted: Gates BC-1E-KW transmitter. Will pay good reasonable price. Write or wire Box 558G, BROADCASTING.

Five used 150 foot vertical antennas in good condition. State lowest cash price first letter. WBSC, Bennettsville, S. C.

Help Wanted

GOOD MEN WANTED

We will pay you what you are worth

Engineer-announcer .... $60 to $80 week

Announcer-copywriter ...... $60 to $80 week

How good are you?

If interested wire Jim Reese, Tri-W-Network, Jasper, Alabama and air mail special disc and complete information

FLOATERS NEED NOT APPLY

Announcers

NEWSWRITER-ANNOUNCER

•

Experienced combination newswriter-announcer needed by 50,000 watt midwest radio station. Excellent opportunity. Send background, picture and disc to

•

BOX 544G, BROADCASTING

Announcer from midwest or southwest who knows rural-farm programming and who can effectively sell mail type accounts as MC of western unit. Network affiliate—10 kilowatts—large market. Nominal starting salary with excellent opportunity. Write fully, giving experience and starting salary. If we are interested will write you for audition disc. Box 580G, BROADCASTING.

Situations Wanted

Announcers

Available soon . . . Proven successful morning personality. Six years with present 5000 watt station. Making excellent salary. Desire change. Personal interview only. Vet, thirty nine, married. BOX 525G, BROADCASTING.

For Sale

Equipment, etc.

ENGINEERING INSTRUMENTS:

Hewlett Packard 330B distortion analyzer purchased September 1947. Replacement cost $425.00. Like new . . . $350.00

RCA UHF field meter WX-1A purchased February 1949. Replacement cost $1,895.00. Like new . . . $1,700.00

RCA broadcast field meter WX-2A purchased November 1948. Replacement cost $650.00. Used, but perfect working order . . $400.00

ANDREW CORPORATION

363 East 75 Street—Chicago 19

Wanted to Buy

Equipment, etc.

Wanted:

Used one kilowatt transmitter and 205 foot tower.

Box 475G,
BROADCASTING

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

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TOWER BLAST

Rep. Elston Blames Reds

THE BLAST which wrecked the Voice of America transmitter tower of Crosley Broadcasting Corp. in Bethany, Ohio, is "clearly the work of agents of Moscow," and is "but a sample of what can be expected in the event of an all-out war with Russia," Rep. Charles H. Elston (R-Ohio) charged in a statement issued Sept. 22.

"It is striking evidence that sabotage is part of the plan of the Reds to block all efforts to bring about world peace . . . and points up the urgent necessity of legislation to regulate the activities not only of the Communists but also of the pinkos and fellow travelers who belong to Communist-front organizations," Rep. Elston told House colleagues.

The FBI already has begun a probe of the explosion [BROADCASTING, Sept. 25] which destroyed a 165-ft. tower supporting one of the government's Voice antennas in the Cincinnati area. Plant is used to beam Voice broadcasts to Europe and Latin America. James D. Shouse, chairman of the board of Crosley, which leases the plant to the government under contract, characterized the blast as a "professional job."

Editorials Cited

Rep. Elston described the explosion as one of "international significance," and included in the *Congressional Record* editorials from three Cincinnati newspapers to support his sabotage charge.

Excerpts from the editorials:

Cincinnati Enquirer—. . . For some unexplained reason . . . the State Dept. has not felt it necessary to place guards around the group of big antennae. The surrounding cyclone fence had been cut, apparently to allow entrance for the supposed saboteur . . . It is new evidence of the need for putting every Communist in this country "under wraps". . . . Guards should be placed at Bethany immediately. . .

Times-Star [WKRC WCTS (FM) WKRC-TV]— . . . This was the second explosion at Bethany this summer. Radio towers don't just blow up. Nor do they get struck by lightning on a perfectly clear night . . . What more obvious target for sabotage than a radio tower which is beaming programs to the countries behind the Iron Curtain?. . . An attempt to cripple the Voice of America is proof that this program is having an effect . . .

Post [WCPO-AM-FM-TV]—. . . It seems surprising to the average man that no steps were taken after the previous explosion last May . . . Now, according to the official in charge of telling America's story to the world, steps will be taken . . . All that one can add to that is—it's about time.

LOOKING pleased on the occasion of the first anniversary of Desert Bank, Cathedral City, Calif., are (l to r): Harry Davis, account executive, KCMJ Palm Springs; O. A. Torgerson, president, Desert Bank; Alta Weede, bank cashier; Roland Vaile, general manager, KCMJ. A purchaser of time on KCMJ during the year, the bank marked the celebration by buying time for the entire anniversary day (July 11) running spots, interviews with bank directors, tape-recorded comments on the bank's progress, and a repeat of the original taped broadcast done by the station when the bank opened.

Allen, Hodges Cited

MEL ALLEN, who announced this season's Yankee games, and Russ Hodges, for the Giants, have received *The Sporting News* awards as the outstanding play-by-play broadcasters for 1950 in the American and National leagues, respectively. Winner of the award for the fifth successive time, Mr. Allen joined CBS in 1937. Mr. Hodges, first-time winner, broadcasts the Giants games on WMCA and a network of several stations.

NBC *Cass Daley Show* moves to Sat., 5-5:30 p.m., PST, time slot. Formerly heard Thurs., 7-7:30 p.m., PST.

For Sale

WHOB, Gardner, Massachusetts

(Identified at request of owner)

$47,500.00

Due to owner's interest on the west coast, Blackburn-Hamilton Company is authorized to sell this fulltime, 250 watt station on 1490 kc at the very realistic price of $47,500.00.

Gardner has retail sales in excess of $27,000,000.00 and is one of the east's most desirable single-station markets. WHOB is operating profitably, but has never had the benefit of owner-management. Here is an outstanding opportunity for one operator or two partners.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

'SHOP' CLINIC

Agency Holds Ad Sessions

WHEN an advertising agency closes its doors for an entire day, it could mean a holiday, but 59 members of VanSant, Dugdale & Co. of Baltimore did just that, convening at the Sheraton-Belvedere Hotel to talk shop.

Occasion was the agency's third annual one-day convention-clinic Sept. 15 on the subject of "Successful Advertising in 1951." Concentrating major emphasis on creative aspects of advertising, organization members reviewed and analyzed various ways of approaching the agency's objective.

A presentation on television, covering specific aspects of the medium, markets, potentials and production techniques was given by Bob Walsh, VanSant radio and TV director, during the one-day session. Panels were held on research planning, copy techniques, layouts and art, and consumer advertising. Keynote address was delivered by President Wilbur VanSant, who reviewed current activities and appraised the outlook for the future.

ANTENNA CONTROL

RCA Announces New System

RCA ENGINEERING Products Dept. has announced a new system for remote control of microwave parabolic antennas in the field at distances up to 1,500 ft. The company pointed out that control of the saucer-shaped reflectors from greater distances, if required, may be achieved with the use of additional equipment.

RCA further stated that the new system permits rigid, accurate positioning of the microwave parabola from a remote location and consists essentially of a rotatable field mount and a remote control unit equipped with switches and indicating devices. The design of the field mount provides for both azimuth and tilt positioning of the parabola, the company added.

WGNR TAKES AIR

Joins FM Affiliate

A NEW independent station, WGNR New Rochelle, N. Y., made its inaugural broadcast fortnight ago with Frank Moore, New York state comptroller and Republican candidate for governor, as featured speaker.

WGNR broadcasts simultaneously with WGNR-FM, which has been on the air since September 1948. Both stations are owned and operated by the New Rochelle Broadcasting Service Inc., with main offices and studios at 524 North Ave., New Rochelle, telephone (dial in N. Y.) NE 6-8220. Julian Gins is president and general manager; Kenneth Joseph is vice president and station manager, and Arthur Simon is sales manager of the organization.

WGNR is on 1460 kc with 500 w. WGNR-FM is assigned to 93.5 mc with power of 1 kw.

The WGNR staff includes Announcers Dean Howard, Art Elmonn, Jack Jordan, and Steve Fisher; News Editor Ray La Polla, Continuity Director Alan Glass and Chief Engineer Edward Voss. The sales staff, in addition to Mr. Simon, includes Irwin Bibro and Robert Mazur.

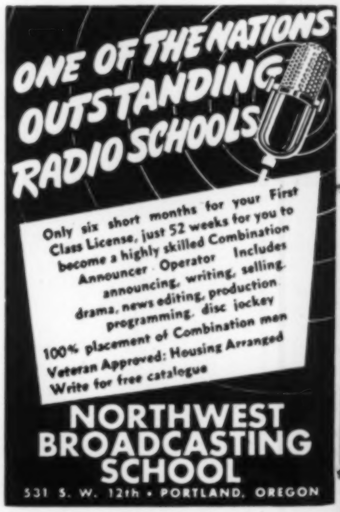
FARM RADIO

Improved Service Urged

A PLEA for improved radio service in farm areas was inserted in the *Congressional Record* Sept. 15 by Sen. Allen J. Ellender (D-La.).

The Senator had reprinted an article from the *Farm and Ranch* which called upon rural residents "to fight for the continuance of clear-channel stations which reach into many rural regions."

It referred to the bill (S 491) introduced in the first session of the 81st Congress in January 1949 by Sen. Ed C. Johnson, chairman of the Senate Commerce Committee, which would break down clear channels. The measure has been pigeon-holed in committee ever since.



ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer Operator Includes announcing, writing, selling, drama, news editing, production programming, disc jockey

100% placement of Combination men

Veteran Approved: Housing Arranged

Write for free catalogue

NORTHWEST BROADCASTING SCHOOL

531 S. W. 12th • PORTLAND, OREGON

FCC Actions

(Continued from page 86)

Decisions Cont.:

commercial educational station to change studio location (within Long Beach), change trans. location and ant. system, and to operate trans. by remote control from studio site, until Commission's final action on proposal to amend Secs. 3.565 and 3.553 of rules to premit such stations with trans. power of 10 w or less to operate by remote control.

DEFENSE ROLE

Gale Cites Ad Council Plans

EARLY indications charting the course advertisers and broadcasters alike may be expected to traverse in the coming months were unfolded to members of the Assn. of National Advertisers at the closing sessions of its annual convention in Chicago last Wednesday (see other stories this issue).

Outlining the advertising motif was Samuel C. Gale, chairman of the Advertising Council, which expects to initiate a far-sweeping campaign soon on the theme that greater American production will spur the military and civil defense efforts on to the national objective of preparedness.

Broadcasters anticipate serving defense needs on the advertising front in two ways—through the council, in whose activities they have cooperated for years, and through NAB, which is informing radiomen how to bring the government's message to millions of Americans as part of its new defense program [BROADCASTING, Sept. 18].

The Advertising Council campaign, which will encompass facilities of all media, will focus attention on conversion of peacetime production, needs relating to civil defense which may arise from time to time, recruiting and enlistment drives, restraint among consumers when buying goods, purchase of U. S. Savings Bonds, training of Americans in Red Cross first aid methods and other topics with a patriotic aspect.

Mr. Gale, describing the ultimate goal as one of "guns and butter," urged advertisers to support the council campaign. He cautioned against inflation, and said the council would seek to re-emphasize its program calling attention to the benefits derived under the American economic system.

WDNC

has opening for staff announcer. Must have at least two years experience in this capacity. A selling voice, plus good knowledge of programming. Smooth ad-lib and ability to operate controls essential. Only those having these qualifications and wish to settle down need apply. Send disc, letter and recent photo to E. R. Higgins, Program Director, WDNC, Durham, N. C. immediately.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO SEPTEMBER 28

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,188	2,150	176		276	265
FM Stations	686	512	210	1*	16	12
TV Stations	107	51	58		358	182

* On the air.

* * *

Non-Docket Actions . . .

AM GRANTS

Sturgeon Bay, Wis.—Door County Radio Co., granted new station 1050 kc, 250 w daytime. Estimated cost $4,050. Principals include: Sumner J. Harris, editor Door County Advocate, president; Grace S. Harris; Werner A. Witte, vice principal Sturgeon Bay senior high school, treasurer; Wallace D. Tingley, attorney, secretary; Gerald A. Bartell, vice president. Granted Sept. 27.

Conroe, Tex. — Montgomery County Bcstg. Co. granted new station 900 kc, 500 w daytime, directional. Estimated cost $37,450. Principals include: Regan Smith, contractor; W. B. Weisinger, auto dealer; F. B. Petty Sr., owner Fred Petty Beer Co.; D. C. Norton, owner Conroe Courier; James C. Dorrell, appliance salesman Goodyear Rubber Co.; John W. Neathery, engineer-announcer KIVY Crockett, Tex. Granted Sept. 27.

TRANSFER GRANTS

WDAS Philadelphia—Granted transfer of control from William Goldman Theatres Inc. to Max M. Leon for $495,000-plus [BROADCASTING June 12, Aug. 28]. Mr. Leon is owner Whole-Sum Products Co., candy maker. Mr. Goldman wishes to retire from radio to devote more time to theatre interests. WDAS is assigned 250 w fulltime on 1400 kc. Granted Sept. 27.

KIOA Des Moines and WLOL Minneapolis—Granted three transfer applications effecting merger of two stations. KIOA stockholders retire, selling interest for $100,000 to WLOL group which forms new firm, Independent Bcstg. Co., new licensee of both stations. [BROADCASTING, July 31, Aug. 14]. WLOL group headed by Ralph L. Atlass. KIOA assigned 940 kc, 10 kw day, 5 kw night, directional fulltime; WLOL 5 kw fulltime on 1330 kc, directional.

KFWB Los Angeles—Granted transfer of control from Warner Bros. Pictures Inc. to KFWB Bcstg. Co. See story page 93. Granted Sept. 27.

WSAR Fall River, Mass.—Granted transfer of control of Fall River Bcstg. Co., licensee, from (1) Elizabeth R. Kelly, Frank W. Miller Sr. and City Bank Farmers Trust Co. as trustees to Margaret K. Kelly and her five sisters, and (2) from the latter to Elizabeth R. Kelly, Frank W. Miller Sr. and Frank W. Miller Jr., trustees. Purpose is to vest legal title to Fall River Herald News Pub. Co. (of which WSAR is subsidiary) in six Kelly daughters, establish new publishing corporation and set up trust to operate firm for daughters. Since transaction is subject to court approval, FCC gives applicant until Dec. 1 to consummate transfers. WSAR is assigned 5 kw fulltime on 1480 kc, directional. Granted Sept. 27.

KELK Elko, Nev.—Granted transfer of control from R. C. Ellis to 14 present stockholders. Granted Sept. 27. Mr. Ellis, who subscribed for 53.5% interest, was issued only 14% holding.

WIS-AM-FM Columbia, S. C.; WSPA-AM-FM Spartanburg, S. C., and WIST (FM) Charlotte, N. C.—Granted assignment of licenses and permits from Surety Life Insurance Co. to The Bcstg. Co. of the South. Corporate reorganization; no ownership change [BROADCASTING, Sept. 18]. Granted Sept. 21.

WWNC Asheville, N. C.—Granted transfer of control of Asheville Citizen-Times Co., licensee, by Don S. Elias through purchase of 125 sh (3.12%) from Brandon P. Hodges for $31,250. Mr. Elias holdings are increased to 51%. WWNC is assigned 5 kw fulltime on 570 kc, directional night. Granted Sept. 19.

WIBB Macon, Ga.—Granted acquisition of control by Thomas H. Maxwell through purchase of 10% interest of Thomas S. Carr for $4,500. WIBB is assigned 1 kw day on 1280 kc. Granted Sept. 19.

WJXN Jackson, Miss.—Granted assignment of license from Andalusia Bcstg. Co. for $38,500 to Jackson Bcstg. Co., new firm headed by James T. Ownby, WJXN general and commercial manager. Andalusia Bcstg. is licensee WCTA Andalusia, Ala. WJXN is assigned 250 w fulltime on 1450 kc. Granted Sept. 22.

KUBA Yuba City, Calif.—Granted acquisition of control by Chester V. Ullom, 42% owner, through purchase of 25% interest from Beverly B. Ballard for $12,000. KUBA is assigned 1 kw day, 500 w night on 1600 kc. Granted Sept. 22.

Deletions . . .

THREE FM deletions reported by FCC last week. Total deletions to date since Jan. 1: AM 32; FM 94; TV 3. Newly deleted:

WFAA-FM Dallas, Tex.—License, Sept. 19. A. H. Belo Corp. Loss of property lease; few FM sets in area; desire to concentrate on TV.

WBNU (FM) Aurora, Ill.—License, Sept. 19. The Copley Press Inc. No public response to FM.

WFBR-FM Baltimore—License, Sept. 19. The Baltimore Radio Show Inc. Lack of public interest in FM.

KWWC (FM) Columbia, Mo.—Non-commercial, educational CP forfeited by FCC Sept. 26. Stephens College.

New Applications . . .

AM APPLICATIONS

Flint, Mich.—Adelaide Lillian Carrell, 1470 kc, 1 kw fulltime, directional. Requests facilities relinquished by WWOK there. Estimated cost $29,800, including $27,500 purchase of WWOK plant. Mrs. Carrell is former owner WBBZ Ponca City, Okla. Filed Sept. 28.

Highland Park, Mich.—Sanford A. Schafitz, 1570 kc, 1 kw daytime. Estimated cost $15,750. Applicant is former engineer with WBAA and WASK Lafayette, Ind. Filed Sept. 28.

Spartanburg, S. C.—James Cozby Byrd Jr., 1400 kc, 250 w fulltime. Filed Sept. 25.

TV APPLICATIONS

Chicago—Lewis College of Science and Technology, Channel 13 (210-216 mc), ERP 32.6 kw visual, 16.3 kw aural, antenna 611 ft. above average terrain. Estimated cost $319,450. Applicant is operator WFJL (FM) there. Filed Sept. 28.

Las Vegas, Nev.—Southwestern Pub. Co., Channel 8 (180-186 mc), ERP 2.47 kw visual, 1.27 kw aural, antenna 421 ft. above average terrain. Filed Sept. 28.

SARNOFF CITED

Receives Honorary Degree

DAVID SARNOFF, chairman of the board of RCA, last week received an honorary degree of Doctor of Humane Letters from the U. of Louisville for his leadership in the fields of radio and television. Dr. John W. Taylor, president of the university, cited Gen. Sarnoff for his part in building the public affairs and education activities of NBC.

Citation accompanying degree:

Brigadier General Sarnoff illuminates this century and our culture. An immigrant from overseas, he rose from messenger boy to the chairmanship of one of the largest American corporations; a technologist of vision, he predicted the development of radio broadcasting in 1915, of television as a service to the public in 1923. For his vision of television as a social force, and for the steadfastness of his leadership in bringing this science and art to perfection, the Television Broadcasters Assn. in 1944 called him "The Father of American Television."

But his achievements do not stop here. In 1938, he presented to President Roosevelt the original concept of The Voice of America.

A man with a sense of obligation to the culture of the nation and of the world, he organized the NBC Symphony Orchestra and persuaded Maestro Toscanini to conduct it. General Sarnoff made it possible for people everywhere to hear the great music produced by the Metropolitan Opera Assn. He has sponsored and supported the department of Public Affairs at the National Broadcasting Co., which has led in the dissemination of informed and enlightened opinion in all fields of knowledge, and which has, most recently, introduced a national plan for college education by radio. Of this, the *NBC Theatre* is an integral part. The U. of Louisville recognizes and commends his services to the culture of the world by conferring upon him the degree of Doctor of Humane Letters.

Johnson To Europe

SEN. ED C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, last Wednesday left New York for Europe on a special Trans World Airlines flight which opened the company's new service to London and Frankfurt.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF
COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Allen

(Continued from page 24)

was functioning irregularly. The cuckoo, a shy bird, backed out of the clock instead of facing the world on the hour. Based as it was on a funny theme, the sketch might have succeeded had it not been drawn out beyond the possibility of climax and had Mr. Wooley not misplaced some lines in his impenetrable beard.

The big production number featured Mr. Allen and Rise Stevens, the Metropolitan Opera star, in a musical version of the traveling salesman-farmer's daughter story, scrubbed up for the family living room and sung to melodies from "Carmen." Although the lyrics were bright, the performance suffered from an interminable bit of business concerning Mr. Allen's nose being tickled repeatedly by Miss Steven's pigtails.

Miss Stevens, in a more characteristic moment, also sang "Falling in Love," commendably if not memorably, and Sono Osato was featured in a ballet number that need not cause the Sadler Wells company any sleepless nights.

Whatever lapses occurred throughout the performances of Mr. Allen and his supporting players can probably be attributed to the agitations of preparing a premiere production of an hour-long comedy show.

Commercials on the program were for Colgate dental cream, Halo shampoo, Palmolive soap and Ajax cleaner. Of the four, Ajax's "foaming cleanser" jingle was most effective.

RIGGIO JOINS HILTON

Agency Name Changes

LOUIS J. RIGGIO, formerly assistant to the president in charge of advertising and sales for the American Tobacco Co., has become a partner in the Peter Hilton Inc., agency, N. Y. Effective Oct. 1, the agency will change its name to Hilton & Riggio Inc., with Mr. Hilton remaining as president and Mr. Riggio as vice president and treasurer.

Joseph Hershey McGillvra INC.

for
SALES GETTING REPRESENTATION

Contact our nearest office

Chicago 185 N. Wabash Avenue
Atlanta Rhodes-Haverty Building
Baltimore 2104 N. Charles Street
San Francisco 68 Post Street
Los Angeles 684 S. Lafayette Park Pl.
New York 366 Madison Avenue
Executive Office

RADIO STATION REPRESENTATIVES • AM • FM • TV

FCC on Film

MICROFILMING of FCC's official minutes through 1947 has been completed and sent to the National Archives, the Commission reported last week. Including the period March 15, 1927, to Dec. 31, 1947, the microfilm project reduced to 46 small reels of less than single filing-cabinet size the minutes contained in 78,000 pages and 99 volumes—21 from the former Federal Radio Commission and 78 for FCC. Project was begun in 1948.

Lorain Journal

(Continued from page 25)

Government anti-trust suit which is being closely watched by radio as well as newspaper interests [BROADCASTING, June 19].

Though the *Times-Picayune's* WTPS-AM-FM New Orleans are not involved, the suit is reminiscent of FCC's duopoly rule in broadcasting in that it is aimed in part at alleged practices involving "combination rates," charging that the publishing company used its two local papers in an attempt to attain monopoly.

In their answer, filed Wednesday in federal court in New Orleans, the *Times-Picayune* and *States* denied charges of anti-trust violations and monopolistic practices injurious to the rival *New Orleans Item*.

Claim Practice Is General

They admitted selling advertising in morning and evening combination, but asserted such procedures are generally employed in the newspaper field and are not in violation of law. The *Item*, they contended, used the same practices in former years when the owners of the paper at that time also published the morning *Tribune*.

The answer flatly denied a government contention that the *Times-Picayune* acquired the *States* in 1933 "under restrictive covenants in order to prevent competition." It also claimed the *Item* was negotiating for the *States* at that time with the intent to merge the two papers "so as to eliminate competition in the afternoon field in New Orleans."

To the suit's charge that the *Times-Picayune* and *States* prohibited their vendors from selling the *Item*, the answer said there have been no such restrictions since June, and that, prior to that time, certain requirements on a few vendors were established as protective measures because requirements imposed by the *Item* resulted in preferential sale of the *Item* over the *States*. The answer concluded:

> **If the Sherman Act is to be construed as permitting the courts of the U. S. to regulate the advertising or circulation rates of newspapers, or the size or content of newspapers, or to prohibit an individual or corporation publishing newspapers from charging one rate for advertising in all of its editions, morning and afternoon, whether published under the same or different names, then such Sherman Act is unconstitutional, null and void, because it violates the provisions of the First Amendment to the Constitution of the U. S. that Congress shall make no law abridging the freedom of speech or of the press.**

RURAL OUTLET

KRVN Nears Opening

A POWERFUL new rural AM station—KRVN Lexington, Neb., the "Radio Voice of Nebraska"—is shooting for Nov. 15 or earlier as its target date for beginning operations, it was disclosed last week.

The station, which reportedly will throw a 25 kw signal over most of the rural area of Nebraska on 1010 kc daytime only, is licensed to the Nebraska Rural Radio Assn. of Lincoln, Neb., a state-wide farm cooperative organization which has been planning the new outlet for more than a year [BROADCASTING, June 27, 1949].

In June 1949, the cooperative firm began soliciting funds from farmers, stockmen, ministers, farm organizations and similar groups throughout the state. Cost of the station is estimated at $190,000.

RCA Equipment

RCA has announced that it is completing construction of a 50 kw transmitter and other equipment making up a full complement of studio and transmitter needs for KRVN. Delivery date is scheduled for this month.

The transmitter equipment, including two 275-ft. towers, will be installed seven miles east of Lexington, according to RCA.

Jay A. Person, of Wauneta, Neb., is president of the firm. Max Brown, of Lincoln, new to radio and acting secretary of the organization, will be the general manager of the station. Dan Bellus, formerly commercial manager of KXXX Colby, Kan., will be commercial manager; Tom Copeland, formerly with the WOWO Fort Wayne engineering staff, will be chief engineer; Garry Schroeder, formerly with WRFD Worthington, Ohio, will be program director, and Patricia Doyle, formerly with WWDC Washington, will be traffic manager.

Benny

(Continued from page 24)

able reading, but a Benny show, adorned with his performance and production skill, makes listening that is about as satisfactory, week after week, as you will find on the air.

Nowhere else has the sound effect been elevated to such an instrument of comedy as it has on the Benny program. In the gold rush sketch Sept. 24 Mr. Benny and his confederate, "Tex" Harris, encountered a desperado played by Don Wilson. "Be careful," warned Tex, "that's Windy Wilson, the toughest man in these parts." There was a shot and then the sound of pressurized air escaping through a puncture. "I shot him in the stomach," Mr. Benny said.

The whole essence of Benny comedy was contained in this single incident. The sound effects were meticulously timed and tuned to a situation involving another standard Benny joke, Mr. Wilson's paunch. Utilizing his basic store of topics for humor, which have been tested thoroughly for so many years, Mr. Benny is assured of a future limited only by the destiny of radio itself.

A round of applause is due the Lucky Strike commercials which are of a piece with the current Luckies' theme, "Be Happy, Go Lucky." The jingle which is being used on the Benny show as well as on the American Tobacco Co.'s other radio and television schedules is among the most melodic in contemporary broadcast advertising. It ought to sell cigarettes too.

Radio Bills Pend

(Continued from page 31)

acute with the sudden change in the Far East and a resulting stepped up war economy, the Administration reissued its call for the TV set tax which was written into the tax bill by the Senate and finally passed by Congress.

The so-called Condon Committee report finally was made public last July [TELECASTING, July 17]. This was the group commissioned by Sen. Johnson's Commerce Committee to accurately survey the color television question. The group, formally known as the Senate Advisory Committee on Color Television, supplied the FCC with its scientific findings but arrived at no conclusion except to suggest that only one system of the three proposed before the Commission be accepted.

Midway in the session proposals that Congress impose fees for special services rendered private interests by government agencies were forwarded. Among them were suggestions that FCC charge for certain services it gives broadcasters, including the granting of licenses. [BROADCASTING, July 31]. Studies were underway both in the Senate and the House with possible consideration of the revenue proposal next year.

Selling Retailers

(Continued from page 25)

television director, Walter L. Dennis, told the workshop that "between 1935 and 1944 some $2 million of store radio advertising expense vanished over the airwaves and no one quite knew why or for what."

He said management was indifferent, programs were not planned, promoted, and merchandized, and radio station personnel were unfamiliar with retailing problems.

However, he said the past five years have seen the creation of radio-and-TV staffs by large concerns, and the solution of problems hardly recognized earlier.

Mr. Dennis suggested steps in the formulation of a store radio plan: Analysis of the market, the store, and media cost relationship; study of the media available, the attitude of management toward radio, and the strong departments of the store, to decide where radio would fit into over-all promotion; and the drawing of a detailed plan in light of radio-time availabilities.

Stresses Good Copy

The basis of good radio copy, Shirley Silvers, freelance radio copywriter, told the meeting, is truth. "The public isn't nearly so gullible as some advertisers are feign to believe," she said.

Good copy, she continued, is preceded by an analysis of the merchandise for sale to determine "the strong department." That is what should be advertised and not "the dogs." A consultation with buyers and department heads should bring out the salient virtues of the item. In the light of such virtues, she said, choose an appropriate market to direct your message to, and prepare continuity suitable for that market.

Saying that "the spoken word is cheaper than the printed word," Miss Silvers pointed out that, unlike the white space wasted in printed advertising, the entire radio selling period is usable. Also, she said, the spoken word is always alone; there is no competing message side-by-side with it. In addition to the commercial, the advertiser receives credit and identification with the program itself.

Most people, she continued, remember longer what they hear than what they read. And while printed media are silent, the voice can portray "excitement . . . warmth . . . depth . . . whatever the writer has in mind."

Arthur E. Durham, TV market research counsel for CBS, told his listeners that television is "the finest printed advertisement coming to life in front of the viewers." He said television is bringing in dollars that consumers had not intended to spend. Telecasts reach the viewer when he is relaxed, receptive, and undividedly attentive, and as a medium permits liberties enjoyed by no other, he pointed out.

Shopping by television combines the appeal of window shopping with the convenience of hearing the price, and being able to make the purchase without leaving your home, Charles L. Kelly, program director of the Evening Star Broadcasting Co. (WMAL-AM-TV), Washington, said.

Detailing the operation of the *Shop by Television* show on WMAL-TV Washington, Mr. Kelly emphasized the importance of radio personalities who conduct shopping programs. Public confidence in them as individuals, he said, has proved to be a large factor.

"Remember," he said, "the center of the retailer's TV universe is not on Madison Ave. It is in your home town."

George T. Shupert, vice president and director of commercial operations, Paramount Television Production Inc., New York, warned that "television is more than radio with pictures added. It is primarily a visual medium," in which motion picture techniques are proving more successful than those of radio.

TV's Expansion Potential

Observing that "those who have dabbled in the medium commercially have really only gotten their toes wet," Will Baltin, of the Television Broadcasters Assn., predicted 400 additional TV stations within five years, and 1,200 within a decade—if the "freeze" ends next spring and the national emergency permits.

He said reduction of the present high TV operating costs may be accomplished by establishment of "primary stations" in principal cities, and "satellite stations" in areas immediately adjacent to them.

Color television, he predicted, will cause TV's "value as a sales tool to soar tremendously." With development of lower-cost equipment for intra-store television, not only merchandising within the store but the direct transmission of daily mail-order specials to the TV station will put a new face on store operation.

FOR SALE

Old established fulltime independent station, in large eastern market, metropolitan coverage, excellent money-making opportunity. Fine equipment and studios with favorable audience ratings. Present owners moving from market to care for other interests. No brokers. Box 587G, BROADCASTING.

DISCUSSING Florida grapefruit promotion preceding the Sept. 22 meeting of J. Walter Thompson Co. executives with members of the Florida Citrus Commission [BROADCASTING, Sept. 25], are (l to r): John H. (Jack) Forshew, JWT Lakeland representative; David Cory, JWT; Dawson L. Newton, advertising manager, Florida Citrus Commission; Don Francisco, JWT vice president, and Julian L. Watkins, JWT.

WROL-FM TO LBS

AM-FM Operation Divorced

WROL-FM Knoxville, Tenn., starting today (Oct. 2) joins the Liberty Broadcasting System and goes on a commercial basis independent of its AM affiliate's operation, according to W. H. Linebaugh, vice president and general manager.

Mr. Linebaugh said LBS will be heard on FM sets in some 80,000 homes in the Knoxville area. He also stated that WROL-FM will maintain separate sales department, programming, announcing staff and other departments. Owned and operated by Mountcastle Broadcasting Co. Inc., WROL-FM broadcasts on Ch. 247 (97.3 mc) with 76 kw.

KFWB SALE

Maizlish Group Buy Okayed

TWO DAYS after an amended application was filed to substitute new minority (49%) stockholders in the purchasing company, FCC last Wednesday approved Warner Bros. $350,000 sale of KFWB Los Angeles to a new firm headed and controlled by KFWB General Manager Harry Maizlish [BROADCASTING, July 24].

The Lansing Foundation, a nonprofit organization, was substituted for Schine Chain Theatres Inc. as 49% owner of the new company, KFWB Broadcasting Corp., after FCC made clear that Schine Chain, having been found guilty in the 1948 motion picture anti-trust case, would make a transfer hearing necessary.

Since Warner Bros. also was one of the companies found guilty in the anti-trust case, FCC's approval of the transfer was taken as an indication that the Commission—which is still studying the overall question of broadcast qualifications of licensees involved in anti-trust proceedings—will permit such licensees to sell their stations even if the ultimate decision on their qualifications to acquire or hold stations is adverse.

Lansing Foundation, the new 49% owner of KFWB (980 kc, 5 kw), is a charitable organization owned by David G. Baird, senior partner of the New York Stock Exchange firm of Baird & Co., and Earl S. Baird. Mr. Maizlish, general manager of KFWB for 13 years, owns the remaining 51% of the new licensee company.

Prior to the substitution of Lansing Foundation for Schine Chain, J. Myer Schine, controlling stockholder of the theatre company, testified before the Senate Special Committee to Investigate Organized Crime. Sen. Estes Kefauver (D-Tenn.), chairman of the committee, wrote FCC, however, that Mr. Schine's testimony "did not reveal any facts which would reflect adversely on his character as a substantial stockholder of a broadcast licensee," and that the committee "had no testimony . . . to indicate that Mr. Schine is of the racket group or that he does not possess good moral or character qualifications."

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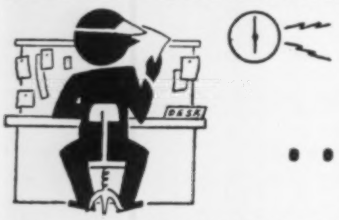

. . . at deadline

BRACKET DEADLINE

(*Continued from page 4*)

adapter units which, plugged into receptacles provided on receivers, would permit operation at Switch Position No. 2 to receive color in black-and-white; (3) if future color developments lead to standards other than those on which plug-in units are based, new plug-in units will be built to accomodate new standards.

Research thus far, company said, indicates this program will "make the new standards available to the public at a minimum cost." Statement filed by Westinghouse Attorney John W. Steen.

General Electric, developer of new frequency interlace color system, asked FCC to "take definite action" to show industry that—whether CBS is approved now or decision is postponed "there still remains an opportunity for new and improved systems to qualify for acceptance by the Commission." Otherwise, GE said, further developments in color field will be "arrested" at time when rapid strides are being made to produce systems at least potentially free from "some of the inherent limitations" of CBS system.

As manufacturer, GE said it would give FCC "fullest cooperation" though it considered course laid out by TV Report "is technically and economically open to serious question," particularly in view of military requirements. June 1, 1951, was "earliest possible date" it could offer "with any assurance" respecting readiness to start production of bracket sets.

Raising anti-trust questions, company said: "We do not feel in a position to agree to abandon the manufacture of all types of television receivers other than the type proposed by the Commission. We must, for the time being at least, reserve for the record our right to use our independent judgement on the type and number of television receivers that we would design and manufacture at any particular point of time in the future." Statement submitted by W. R. G. Baker, GE vice president.

Crosley Division of Avco Mfg. Corp. said it of course would try to meet public demand for sets employing "any standards which may be prescribed," but cannot agree it would be able to build bracket standards—or even two-position dual standards—within time limits.

In letter from Vice President and General Manager J. W. Craig, company asked FCC to "reconsider" and defer any new standards for "indefinite period" because:

(1) "No satisfactory system of color television has yet been fully developed"; (2) even if CBS system could be "perfected," its use at present time is "impracticable"; (3) delay in adopting new standards would not adversely affect existing or prospective owners of present-type sets and would not aggravate compatibility problem; (4) "adoption of dual or bracket standards before a perfected and feasible color system is available would, in our opinion, be extremely detrimental to the public."

Adoption of dual or bracket standards, Crosley said, would reduce production and increase list prices at time when they're already going up due to increased labor and material costs and excise tax. "Such a drastic increase in price coupled with governmental restrictions on installment buying could, in our opinion, be so serious as to practically eliminate a market, except in the higher income brackets," company asserted.

Stromberg-Carlson, through Robert C. Tait, president, said engineering staff working overtime since FCC notice to appraise proposal. Number of problems remain on dual synchronization and "very many" on bracket synchronization, company said.

Preliminary tests have been made on dual standards but field testing needed. Firm could complete engineering work for dual standards in another month or two but brackets would take "considerably longer period." Another month needed for field tests and then four to six months to get new designs into production, it was estimated.

Allen B. DuMont Labs, following up earlier letter with brief which observers felt laid groundwork for possible later appeal to courts, asked FCC to reconsider and cancel its "improvident" proposal on bracket standards.

Filed by Washington Attorney William A. Roberts, brief attacked FCC's color report, charged hearing was not "impartial as to the basic question of the sufficiency of *any* of the proposed color systems," and accused Comr. Robert F. Jones of being "for color, but . . . against television."

At no time during color proceedings was there "any suggestion" that flexible standards—such as FCC permitted under DuMont proposal from 1940-45—were again being considered, brief declared. FCC's Color Report makes it obvious FCC has approved CBS system, but nevertheless "cannot constitute an adequate legal notice of proposed rule making," brief said. "Without properly adopted standards no color system can become commercial and without adequate notice in precise detail on this highly technical matter, a final rule-making would be invalid."

Brief charged that Comr. Jones conducted himself "as a prosecutor of the engineering profession."

W. R. G. Baker, General Electric Co., chairman of National Television System Committee, submitted reports of meetings by Panels 5 (Receivers) and 8 (Terminal equipment). Panel 5, under chairmanship of David B. Smith, of Philco, on Sept. 13 agreed Nov. 15 deadline couldn't be met, did not consider whether brackets sets are practical and indicated adapters generally complicated since must duplicate some chassis parts. Seventeen manufacturer representatives estimated internal adapting cost at $30 to $40, production commencing next spring. External adapter costs estimated at $50 to $130, plus installation in some cases.

Pilot Radio Corp., Long Island City, said it is "physically impossible" to build by November deadline; attacked FCC's "indirect" method of regulating set making industry and "illusory" award if industry agrees; contended FCC action would cause "incalculable harm" to industry and public; presented detailed criticism of FCC findings regards CBS system.

John Meck Industries and Scott Radio Lab. wired they are not filing comments. Hoffman Radio Corp., Los Angeles, filed but statement was not available. Indications were Hoffman took position similar to Westinghouse.

Arvin Industries, Columbus, Ind., said solution not apparent yet. Test equipment is lacking and will take two months to convert existing test units. Development of new receiver design alone will take another three months, followed by field testing and production tooling. With procurement cycle lengthening, Arvin estimated delivery of purchased components would take three to four months.

Belmont Radio Corp., Chicago, said enough time hasn't been allowed for "thorough study" of problem. Feasibility is termed still "engineering conjecture" although major effort of its engineering department has been devoted to study. Cost of incorporating "continuous standards" declared unknown; dual standards for CBS cost $30, "too high a premium" to charge public for insurance against obsolescence during advent of color.

Garod Radio Corp., Brooklyn, said preliminary engineering had been done to determine modifications but no test models were ready because of component delays. Space provided in laying out chassis and panels for "forthcoming production" to provide for added components and controls. Field testing is necessary, Garod said, but bracket production can commence in four to five months after final decision, with added list price estimated at $35. Louis Silver, vice president and general manager, estimated external adapters would cost $50 to $75 plus installation by "highly technical personnel."

WAVE RE-JOINS NAB

WAVE LOUISVILLE returned to NAB fold last week after absence of about year, NAB General Manager William B. Ryan announced Friday. AM, FM and TV stations included. Arrangements made in correspondence between Mr. Ryan and Nathan Lord, WAVE general manager.

ABC PROTESTS AT&T PLAN

ABC has petitioned FCC to review allocation of TV circuits recently announced by AT&T under its tariff for last quarter of 1950. In petition filed Friday by Paul Porter, of Arnold, Fortas & Porter, under FCC Tariff 216 requiring facilities be "equitably allocated," ABC said its allocation was less than one-third that allotted another network, and approximately two-fifths time allocated to still another. Advertisers and stations will prefer "more favored" networks, it charged. FCC slated to consider ABC protest today (Monday) along with similar complaint filed by DuMont (early story page 60).

Closed Circuit

(*Continued from page 4*)

attack just after starting trip soliciting station memberships.

PERISH THOUGHT of Arthur Godfrey, CBS' one-man gang, returning to active naval service any time soon. Although he's proud possessor of naval aviation wings, and holds commander's rating, his flying would be noncombat and limited. Besides, Navy isn't yet calling up officers of his rank unless they're specialized in spheres in which manpower shortages have developed.

BRISTOL-MYERS, New York (Resistab), through Kenyon & Eckhart, New York, planning radio spot announcement campaign, starting in mid-October in number of markets.

NON-NEWSPAPER owned independent AM station organization being urged to represent group in matters before FCC and to act for members in seeking better deals with unions, transcription firms and equipment manufacturers. Group would also make drive for new business for this type station. Letter urging formation and exchange of views sent to prospective members by manager of 5 kw independent in large eastern market.

HELEN HARTWIG, formerly with Ruthrauff & Ryan, New York, as timebuyer, scheduled to join Kenyon & Eckhardt, New York, in similar capacity.

RADIO BRASS attending Assn. of National Advertisers convention in Chicago last week included: Niles Trammell, NBC board chairman, flanked by I. E. (Chick) Showerman, Chicago vice president; Frank Stanton, CBS president, and J. L. Van Volkenburg, CBS TV vice president; John J. Karol, CBS sales manager; Ad Hult, MBS sales vice president; Edgar Kobak, consultant and owner of WTWA Thomson, Ga., and C. E. Hooper Inc., of Hooperatings.

PROCTER & GAMBLE, Cincinnati, through Benton & Bowles, New York, planning spot campaign for its Ivory Snow starting early in October on 30 stations in 18 markets.

EXCESS PROFITS RELIEF URGED BY DISTRICT 12

WITH record attendance of 121, NAB District 12 wound up two-day session in St. Louis Friday by urging industry to point out need for relief from excess profits taxes proposed for next session of Congress (early story page 34).

Other resolutions urged board to study industry rate structures in view of increased listening to radio, rising set sales, soaring material costs and higher operating costs; favored super-BAB project as explained by Charles C. Caley, WMBD Peoria, member of NAB board's BAB Committee; endorsed work of committee for memorial to late John J. Gillin, WOW Omaha; endorsed BMI; favored drive to get new members and plan to ask return of World War II rules on operators with restricted licenses; paid tribute to District Director William B. Quarton, WMT Cedar Rapids; voiced confidence in NAB and staff.

NON-TV MARKETS GET BONUS, SAYS HOOPER

WITHDRAWAL of important radio shows is creating "bonus" radio audience in non-television markets, C. E. Hooper, president of C. E. Hooper Inc., told Radio-TV Clinic of National Retail Dry Goods Assn. Friday (early story page 25). Radio tune-in in non-TV cities remains at high level, and "bonus" results from fact that with fewer big radio shows on air "the audience-pie is being cut into fewer but bigger pieces," he said.

THE WHOLE INDUSTRY IS TALKING ABOUT...

. . . WLW-Television's daytime programs. And no wonder. Think of a noontime TV program making a rating of 19.5, with 93.7% share of audience (a July rating of 15.2 with 75% share of audience)! That's the three-station achievement of "Fifty Club" . . . a performance rivalling many nighttime shows. (Check Videodex, Pulse, Hooper.)

Only one show? No, there are many others with comparable ratings. For further information, call the nearest WLW Sales Office for facts about the new daytime programming that starts at 7:30 AM on

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